CORONET

35c AUGUST

JAMES M. MILNE LIBRARY
SUCE, ONEONTA, N.Y.

he Touching, Untold Story of Tom Dooley

PECIAL 24-PAGE SECTION

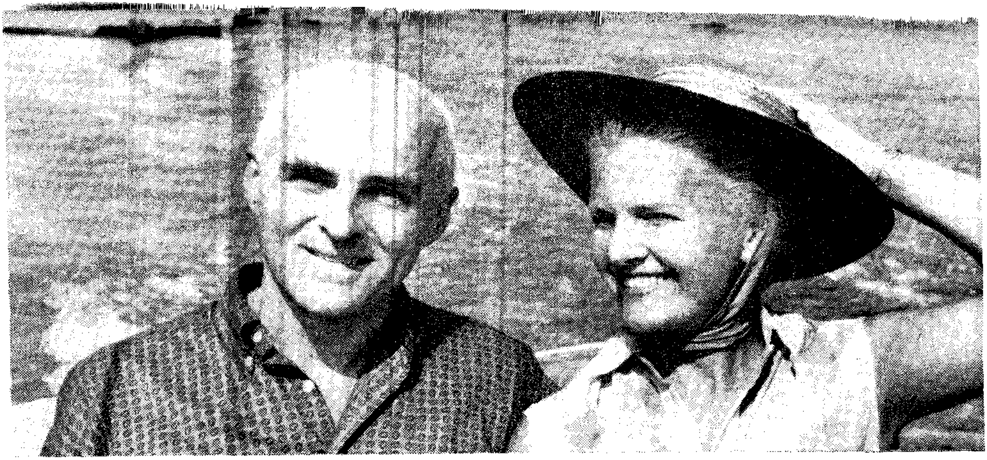
olving Emotional Problems

Even the littlest girls like to visit by Long Distance

You smile and say hello. Ask how are you? Laugh and say oh that's wonderful! Tell the news. Say I love you. Make one another feel good. Try it. The nicest things will happen. And the rest of your day will be all the happier because you called.

BELL TELEPHONE SYSTEM

Keep in touch by Long Distance



How we retired in 15 years with $300 a month

"1946 was an important year for Grace and me. My big promotion at the department store had come through, and the years of hard work were finally paying off. At forty, my earning power was good. But, ironically, I worried about money. We never seemed to have any left over for savings.

"For years, we had talked about retiring to Florida. What we hadn't figured out was a way to make certain we could afford to do it when I retired. With the trouble we had saving money, retirement seemed a long way off.

"Then Grace showed me an advertisement she had come across in a magazine. The ad told how a man of forty—with no big bank account, but good earning power—could have an income of $300 a month, every month, for the rest of his life, beginning in just 15 years. It was called the Phoenix Mutual Retirement Income Plan.

"Well, at first I was a little skeptical—it unded almost too good to be true. But I ured I had nothing to lose so I clipped the coupon and mailed it to Phoenix Mutual for more information. It turned out to be the wisest thing I ever did.

"We retired three months ago, and our first Phoenix Mutual check for $300 arrived in the mail, right on time. Now we're settled in sunny Florida, and it's every bit as great as we dreamed it would be. We have that cozy home right on the water. And, even more important to us, our monthly Phoenix Mutual check gives us the security to enjoy real peace of mind."

Send for free booklet. This story is typical. Assuming you start at a young enough age, you can plan to have an income of from $50 to $300 a month or more—beginning at age 55, 60, 65 or older. Send coupon and receive by mail, without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women and for Employee Pension Programs. Don't delay. Clip the coupon and send for your copy now.

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

OVER 100 YEARS
OF LIFE INSURANCE PROTECTION
FOR FAMILIES AND BUSINESS

Phoenix Mutual Life Insurance Co.
386 Elm Street, Hartford 15, Conn.

Please mail me, without obligation, your free 16-page booklet showing new retirement income plans.

Plan for men ☐ *Plan for women* ☐

Name______________________________

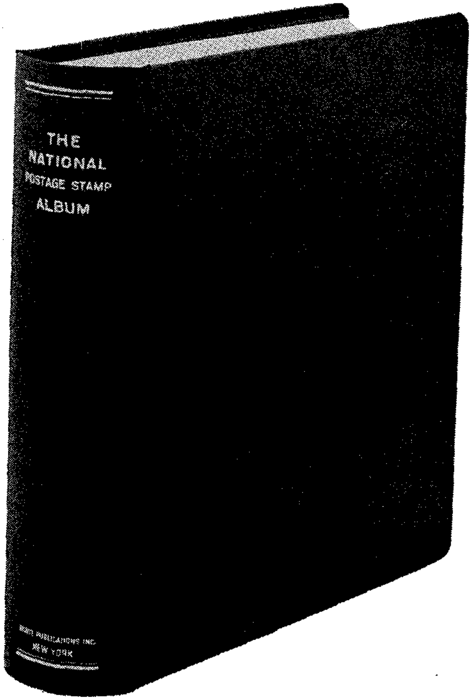
Date of Birth________________________

Business Address_____________________

Home Address_______________________

SCOTT'S 1961
NATIONAL ALBUM

A Superb Album For the Serious Collector of United States Stamps



- Over 300 pages—10 x 11½—printed letterpress on one side only of each sheet.
- Spaces for all major varieties of U. S. stamps as listed in Scott's '61 Standard Catalogue.
- Every space carries a Scott number. The album is liberally illustrated throughout.
- Hinge post binder covered in washable Fabrikoid.
- Annual supplements.
- Complete album: $12. Pages only: $8. Supplement #28 covering 1960 issues: $1.

FREE PRICE LIST

Ask your Scott dealer for a copy of Scott's 12-page descriptive price list, or write to the address below and we'll send one direct.

PROOF OF SCOTT QUALITY

Top stamp auctioneers will tell you that the finest U. S. collections in all of stampdom are housed in Scott albums. Perhaps the most eloquent testimony to Scott albums is the fact that they are used to house the collection of Washington's famed Smithsonian Institution.

SCOTT PUBLICATIONS, INC.
461 Eighth Ave.,
New York 1, N. Y.

Scott—the Quality Name in Albums and Catalogues For Over 90 Years

Dear Reader:

Conrad: "The California Kid."

BARNABY CONRAD IS A ROMANTIC MAN, as readers of his exotic story, "The Smell of Wax" (beginning on p. 17) will discover. He is romantic both in his many-faceted artistic talent and his intriguing combination of patrician manners and Bohemian spontaneity. Born in San Francisco 39 years ago, Conrad had a comfortable private school and Yale education and, in 1943, embarked upon a respectable diplomatic career. Had his first post been anywhere but Spain, Conrad today might be an ambassador. Spain revived the fascination bullfighting had held for him as a boy. Assigned vice-consul in Seville, Conrad attached himself to the aging grandmaster of bullfighting, Juan Belmonte, and soon was shocking his superiors by appearing in nearby bull rings as "El Niño de California," or "The California Kid." Transferred to Malaga, he again gave officialdom a jolt by painting a large mural of mermaids in a local bar. The authorities ordered the wall decoration censored. In 1946, Conrad resigned from the Foreign Service and headed for South America to visit a brother who was in the shark fishing business. En route he dallied with more bullfighting, and also did a stint as a night-club piano player in Peru. Then followed a year as private secretary and personal chess partner to novelist Sinclair Lewis, who encouraged Conrad to concentrate on writing. A short story included in the book, *Prize Stories 1949: The O. Henry Awards*, and two notable novels—*The Innocent Villa* and *Matador*—were the initial works in a literary output that has established him as America's leading writer on bullfighting. In these books, and in *The Death of Manolete* and *Gates of Fear*, the versatile Conrad has illustrated his work with drawings. For the past decade he has devoted much of his time to still another interest: his "El Matador" restaurant in San Francisco. Its exotic food and décor have made it one of the most popular spas on the West Coast. The Conrad *cuadrilla* includes blonde wife Dale and three children.

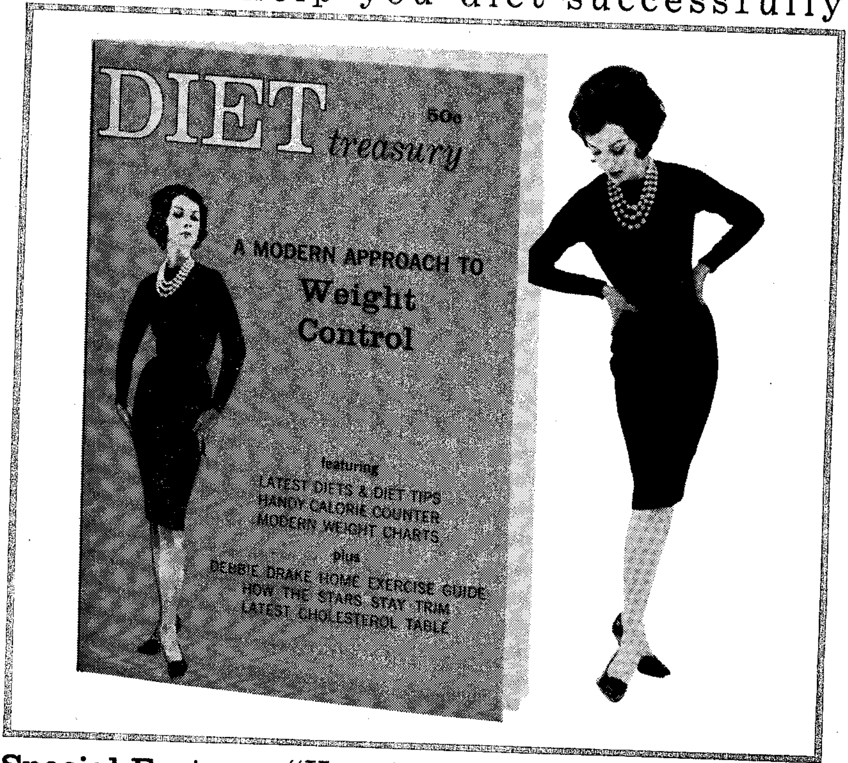
The Editors

CORONET is published monthly by Esquire, Inc., 65 E. South Water St., Chicago 1, Ill. Printed in U. S. Entered as 2nd class matter at Chicago, Ill., Oct. 14, 1936, under Act of March 3, 1879. Authorized as 2nd class mail. Post Office Department, Ottawa, Canada. **Postmaster:** Send Form 3579 to CORONET, Coronet Building, Boulder, Colo. **Subscription Rates:** $3.00 per year in advance, $5.00 for two years.

DIET TREASURY

YOUR POCKET GUIDE TO WEIGHT CONTROL

Outstanding Articles and Handy charts that will help you diet successfully



DIET treasury

50¢

A MODERN APPROACH TO Weight Control

featuring

LATEST DIETS & DIET TIPS
HANDY CALORIE COUNTER
MODERN WEIGHT CHARTS

plus

DEBBIE DRAKE HOME EXERCISE GUIDE
HOW THE STARS STAY TRIM
LATEST CHOLESTEROL TABLE

Special Features: "How the Stars Stay Trim"... Debbie Drake Home Exercise Guide... Latest Diets and Diet Tips

on sale at all newsstands, 50¢

(or write PO Box 402, Radio City Station, New York 19, N. Y.)

PUBLISHER
ARTHUR STEIN

EXECUTIVE DIRECTOR
FRITZ BAMBERGER

EDITOR
LEWIS W. GILLENSON

Executive Editor
JAMES A. SKARDON

Managing Editor
BERNARD L. GLASER

Senior Articles Editor
WALTER ROSS

Senior Editors
DONALD A. ALLAN
RICHARD KAPLAN
MARK NICHOLS

Art Director
MARTIN ROSENZWEIG

Art Editor
KEN MUNOWITZ

Picture Editor
PHILIP DOYLE

Associate Editors
PATRICIA GATELY
JANET LAITIN
FLORENCE SEMON
JOAN STRIEFLING

Assistant Editors
JOAN E. LYNCH
ELEANOR SIEGEL

Production Director
BRENDAN WOOD

Production Manager
GEORGE V. RICKEL
Ass't: EVALYN RICHMAN

John Smart, President; A. L. Blinder, Executive Vice-Pres.; Arnold Gingrich, Senior Vice-Pres.; Joseph M. Arnstein, Senior Vice-Pres.; Jack Abraham, Vice-Pres.; Edgar G. Richards, Vice-Pres.; Ellsworth C. Dent, Vice-Pres.; Jerry Jontry, Vice-Pres.; Oscar E. Schoeffler, Vice-Pres.; Arthur Stein, Vice-Pres.; Joseph Ross, Vice-Pres.; A. D. Elden, Sec. General Offices, Coronet Building, Chicago 1, Illinois. Subscription offices, Boulder, Colorado. Editorial, Advertising & Production Offices, 488 Madison Ave., New York 22, N. Y. Postage must accompany manuscripts and drawings if return is desired, but no responsibility will be assumed for unsolicited materials. Manuscripts and artwork should be sent to *Coronet*, 488 Madison Avenue, New York 22, N. Y. Indexed in Readers' Guide to Periodical Literature. © 1961 by Esquire, Inc. All rights reserved under the International Copyright Union, the Universal Copyright Convention, and the Pan American Copyright Convention. Reproduction or use, without written permission of the editorial or pictorial content in any manner is prohibited. Title registered in the United States Patent Office. Printed in U.S.

CHANGE OF ADDRESS

Subscribers should notify their Postmaster and the Coronet Subscription Department, *Coronet Building*, Boulder, Colorado, thirty days before change is to take effect. Both old and new addresses must be given. When writing in, please enclose your *mailing label which gives* all necessary information. Postmaster: Send Form 3579 to Coronet Building, Boulder, Colorado.

CORONET 25

Twenty-fifth Anniversary

Contents for August, 1961

Vol. 50, No. 4, Whole No. 297

Articles

The Smell of Wax . . . . BARNABY CONRAD 17
Secrets of Summer Survival . . . . . LESTER AND IRENE DAVID 24
New Hope for "Perfect" Babies . . . . BERNARD SEEMAN 30
My Little Lie Detectors . . . . ADELINE DALEY 38
The Hat That Crowned the West . . . . . . LYMAN M. NASH 54
The Untold Story of Tom Dooley . . . . . . SHIRLEY SEIFERT 58
Canada's Bridge to Doom . . . . NORMAN CARLISLE 84
Baseball's Fickle Fanatics . . . . RAYMOND SCHUESSLER 98
What Makes Those Jumping Beans Jump? ROBERT DE ROOS 102
Is There a Hero in the House? . . . . JACK CUSHMAN 142
The Happy Marriage of Rosemary Clooney & José Ferrer . . . . ALJEAN MELTSIR 145
H_2Oddities . . . . ROBERT RIENOW 155
Religion and Sex: a Changing Church View DAVID BOROFF 165
"Eat Pickles, Drink Milk, Curl Up and Die" ROBERT NEWMAN 170
Bungling Burglars . . . . WILL BERNARD 186

Facts For Families

Money-Wise 66
A Birth Control Pill for Dogs . . . . LESTER DAVID 70
Look Like a Million—on Pennies . JOAN RANSON SHORTNEY 73
Give Yourself a Legal "Checkup" . . . . . MORTON YARMON 76
8 Fund-Raising Ideas . . . . MAX GUNTHER 79

Pictorial Features

My Russian Diary . . . . BRIAN KAHN 41
Underwater Honeymoon . . . . . . TEXT BY RICHARD KAPLAN 89
PHOTOGRAPHS BY CARROLL SEGHERS II
Hidden Face of America PHOTOGRAPHS BY J. R. HUMPHREYS 129

Departments

Dear Reader 3
All About You 6
Theater . . . . ENTERTAINMENT 10
Products on Parade 14
Human Comedy . . . . HUMOR 23
How Words Work . . . . DR. BERGEN EVANS 36
Grin and Share It . . . . HUMOR 82
Coronet Family Shopper 174
Coronet Shopping Guide 180
Coronet School and College Directory 183

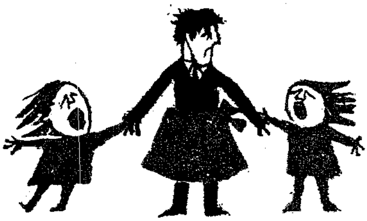
Coronet Special Project #4

Solving Emotional Problems 105

Cover . . . . *PHOTOGRAPH BY JIM POND*

all about you

Migraine theory; hospital "torture"; unequal sexes; is normal "square"?

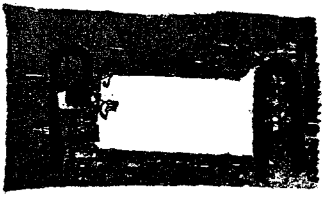


SEX ROLE SWITCH

The trend toward equality of the sexes is a one-way street, according to Dr. Abraham Franzblau, New York psychiatrist. Wives who work often expect their husbands to help with the dishes, but how many men get (or want) a wife's aid in after-hours business work? And if a wife's prestige is enhanced by a job, what does an apron do for a man? It is "utter nonsense" to believe that changing diapers gives fathers and children a special bond, Dr. Franzblau insists. On the contrary, he suggests this can confuse the little ones about the roles of the sexes. Better the man stick to male chores and the woman not try on the family pants for size, he advises. Even when a wife works to fulfill herself, she should first be sure that she has fulfilled her wifely obligations to the home. If this be heresy, men, make the most of it.

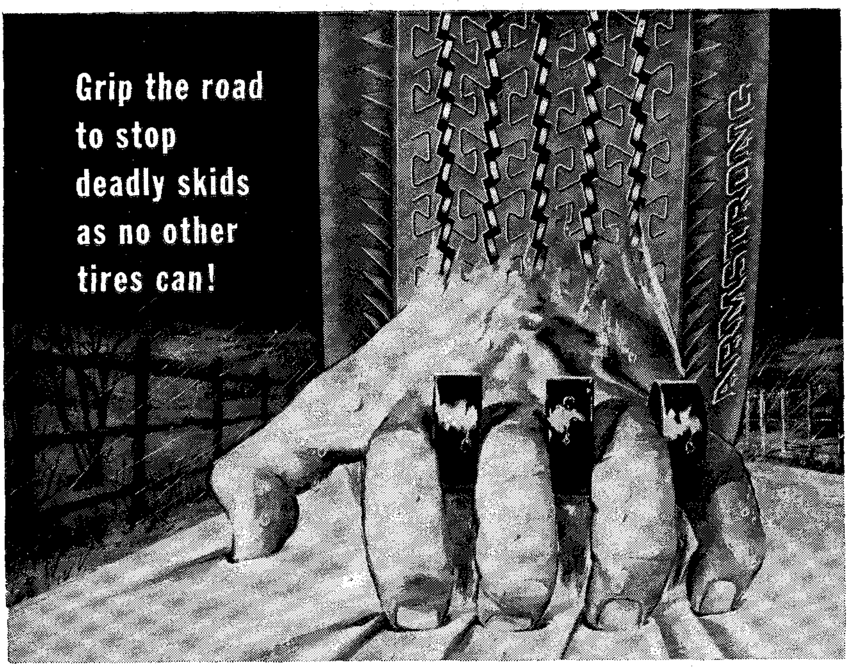
HOSPITAL "BRAINWASHING"

Hospital patients endure emotionally damaging experiences quite similar to those caused by brainwashing techniques, Dr. Milton H. Miller of Madison, Wisconsin, suggests. A combination of discomfort, fear, strange surroundings and systematic interruption of sleep for interrogation enabled the Chinese Communists to unbalance many G.I. prisoners in Korea. These elements—the deliberate waking of patients at odd hours for temperature readings or medication, the pain, the unfamiliar setting—are a typical part of the ordeal of hospital patients, according to the psychiatrist. Sleep disruption sometimes may have a "disorganizing impact" upon the personality, Dr. Miller points out. Writing in *The Journal of the American Medical Association,* he says these practices may slow emotional recovery, or cause such psychic disabilities as reluctance to return to useful life even after health is restored.



ARMSTRONG TIRES

"Ounce of Prevention" Safety Discs can save your life!



See how the discs in the hand keep the fingers apart! That's how patented Safety Discs in Armstrong Tires keep the tread's gripping edges apart. The tread is always open, always ready to grip the road to prevent deadly skids — no matter how hard you brake! But ordinary tires without Safety Discs CAN squeeze shut. Their tread goes smooth slippery . . . and suddenly you skid. So get Armstrong Safety Disc Tires — with this extra safety that costs you no more. See the Yellow Pages for your nearest Armstrong dealer.

AS LOW AS **$10.95** (6.70x15) plus tax and your recappable tire

Armstrong Rhino-Flex Tires
ROAD HAZARD
GUARANTEE
VALID FOR AS LONG
AS YOU OWN THIS TIRE
THE ARMSTRONG RUBBER COMPANY
[illegible]

GUARANTEED AS LONG AS YOU OWN THEM!

Armstrong Tires are guaranteed, not for 18 or 24 or 36 months, but *as long as you own them!* (Adjustment is based on used tread depth and Armstrong's printed adjustment prices in effect at time of replacement.)

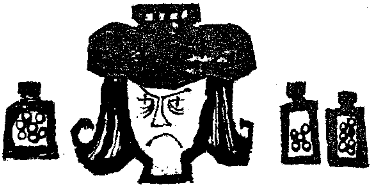
THE ARMSTRONG RUBBER COMPANY, Home Office, West Haven, Conn.

all about you

continued

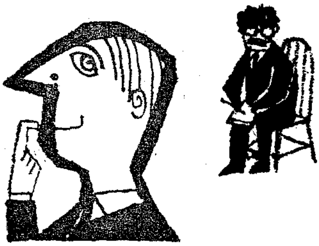
MIGRAINE MISERIES

Personality may be the key to migraine headaches, according to Dr. Charles D. Aring of the University of Cincinnati College of Medicine. The explosively painful headaches, usually preceded by warning signals such as dizziness and nausea, have long baffled science. Dr. Aring believes they result from the strains of frustration, anxiety and resentment, coupled with loss of energy. Of migraine victims he says: all are intelligent, whether or not highly educated, and greatly in need of the approval of others in their work. "They have never learned the constructive use of aggressive feelings. They are schedule-bound. Usually they arrive early for appointments," Dr. Aring goes on. "They are overly conscientious and meticulous about the performance of their duties and in their requirement of behavior from others. These attitudes are found to be frustrating since they cannot be met consistently." The headache thus becomes a part of the victim's way of life. Psychotherapy and re-education, rather than drugs, the doctor argues, may be the surest way to relief from this painful penalty for perfectionism.



NORMAL BUT NUMB

Psychiatrists know plenty about neurotics, but little about the normal man. To put the situation right, and have a yardstick against which to measure mental illness, researchers of the American Psychiatric Association have set forth some characteristics of Mr. Average. In slang, he might be described as "a happy square." Specifically, he gets along with people, has no marital strife, likes his job, but is unimaginative, unambitious for himself and his children and has limited outside interests. The psychiatrists even had trouble finding a sample of guaranteed normal types. They settled on 73 men, now aged 26, who had "normal" scores when tested as 14-year-olds in a large city. The stability of these men is shown by the fact that 50 of them still live in the same city. All have completed high school and all but two are in the $3,000 to $10,000 income bracket. Though well adjusted, the normal men showed "a lack of spontaneity and creativity."



I Was Afraid of the Child Stealers

Prem Leila

Mr. Challagali, train examiner for the Indian railroad from Calcutta to Madras, reports, "I saw a little girl sleeping under a third-class bench. She could not tell me about her parents as she was only four. I feared the child stealers would sell her to the beggars who cripple the children or make them blind so that they can arouse pity as professional beggars. Her mother must have deserted her because she was too poor to feed her. She looked terribly hungry. I took her to the police, although I did not think anyone would claim her and no one did. As I had brought her, the police made me take her back. So I took the poor little half dead thing home. But it meant less food for my children and I knew I could never educate her on my meager income. I would have liked to have kept her, but took her to the Helen Clarke Children's Home."

Mrs. Edmond, the director of the Home, crowded the child in and named her Prem Leila, meaning kindness or love, because she was saved by a man's pity and kindness. Not only in India, but in a number of countries in which CCF assists children, there are so many thin, sickly, little tots deserted by desperate mothers who rather than continually witnessing their hunger desert them, hoping someone who can, will feed them. While so many of us in America are overfed, half the children in the world go to bed hungry every night. Such children can be helped by any gift or "adopted" and cared for in CCF Homes. The cost to "adopt" a child is the same in all countries listed below—$10.00 a month.

Christian Children's Fund incorporated in 1938, with its 412 affiliated orphanage schools in 43 countries, is the largest Protestant orphanage organization in the world, assisting over 36,000 children. It serves 32 million meals a year. It is registered with the Advisory Committee on Voluntary Aid of the International Cooperation Administration of the United States Government. It is experienced, efficient, economical and conscientious.

COUNTRIES:
Africa, Austria, Belgium, Bolivia, Borneo, Brazil, Burma, Canada, Ceylon, Chile, Egypt, England, Finland, France, Greece, Hong Kong, India, Indonesia, Iran, Italy, Jamaica, Japan, Jordan, Korea, Lapland, Lebanon, Macao, Malaya, Mexico, Okinawa, Pakistan, Philippines, Portugal, Puerto Rico, Scotland, Spain, Syria, Taiwan (Formosa), Thailand, Turkey, United States, Vietnam (Indochina), Western Germany, American Indians.

For Information write: Dr. J. Calvitt Clarke

CHRISTIAN CHILDREN'S FUND, INC.
Richmond 4, Virginia

I wish to "adopt" a boy ☐ girl ☐ for one year in.................................
(Name Country)
I will pay $10 a month ($120 a year). Enclosed is payment for the full year ☐ first month ☐. Please send me the child's name, story, address and picture. I understand that I can correspond with the child. Also, that there is no obligation to continue the adoption.

I cannot "adopt" a child but want to help by giving $.................................
☐ Please send me further information.

NAME.................................
ADDRESS.................................
CITY.................................Zone.............
STATE.................................

Gifts of any amount are welcome. Gifts are deductible from income tax.

Carnival!, a musical based on the 1953 movie *Lili*, becomes theater magic, thanks to Director-Choreographer Gower Champion's imaginative touches. With the smooth pacing of a ringmaster, he has created a beautiful-to-look-at, touching romance against a circus background.

Italian-born Anna Maria Alberghetti, 25, is perfectly cast as the wispy, wide-eyed orphan, Lili. She acts with disarming simplicity and sings the tuneful songs in a clear, lyric coloratura.

Carnival's other assets: Jerry Orbach, forceful as the lame, embittered puppeteer who loves Lili; James Mitchell, suave as a predatory magician; raucous Kaye Ballard as his suspicious mistress; pixie-ish Pierre Olaf as the puppeteer's pal and Henry Lascoe as the disenchanted circus owner.

Director Champion decided on Miss Alberghetti for Lili after watching her night-club act. "Two of her numbers projected a marvelously clumsy, little-girl quality that I was looking for," he remembers.

"And I was looking for a girl's story that offered a chance to act," says Anna Maria. "Lili has a lot of me in her; I believe everything she says and does. In the tearful scene at the end, my mascara runs in tracks down my face. I just can't seem to *pretend* to cry."

After starting at 13 as a child-prodigy singer, Anna Maria was anxious to establish herself as a grown-up actress. She toured in summer stock for four seasons, training for her Broadway debut. "For *Carnival!*, I worked on vocal exercises to lower my speaking voice and reinforce my lower singing register," she says. A tiny mike, concealed in her bra, helps her project in soft-spoken scenes.

Petite (5'5", 100 pounds) Anna Maria—naturalized as an American citizen this year—finds *Carnival!* exhausting to her anemia-prone physique. She combats fatigue with energy-boosting shots, iron concentrate and gulps of gelatin.

Geographically, Broadway is inconvenient these days for Miss Alberghetti. Her steady "boy friend," TV director Claudio Guzman, works in California. "I'm not engaged," she insists. "If I marry, I'll just up and do it." —MARK NICHOLS

Carnival! charmers: Lili (Anna Maria Alberghetti) and her puppet pals.

FREE

TWO EXCITING NEW BOOKLETS ON MODERN REDUCING SECRETS!

AMAZING NEW DEVELOPMENTS AS REVEALED IN CORONET STORIES.

Get the inside story of the effortless way to reduce size of selected figure areas without dieting! Learn all about the importance of your muscles to your health and attractiveness.

Just mail the coupon below for:

1. "THE INTELLIGENT WOMAN'S GUIDE TO REDUCING" by Burton Skiles, noted authority in figure control. (Adapted from CORONET magazine.)
2. "YOUR MARVELOUS MUSCLES" by Lester David, leading feature writer and analyst. (Reprinted in entirety from CORONET magazine.)

PHONE NOW OR MAIL THIS COUPON TODAY!

Relax-A-cizor, 980 N. La Cienega, Los Angeles

RelaxAcizor ®
DEPT. 20-601
Los Angeles 54, Calif
980 N. LaCienega
OL. 5-8000
New York City
711 Fifth Avenue
MU. 8-4690
Chicago, Ill.
17 No. State Street
ST. 2-5680
Toronto, Ontario
57 Bloor Street W.
Suite 316

FREE! . . . NO OBLIGATION!

Please send me FREE and without obligation "The Intelligent Woman's Guide to Reducing" and "Your Marvelous Muscles."

☐ MRS. ☐ MISS ☐ MR.

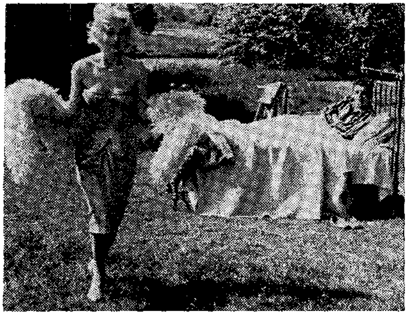
NAME________________________

ADDRESS________________________

CITY__________________ZONE______

STATE__________PHONE__________

108



Shirley Anne Field and More: from meadow to moon.

Man in the Moon, a timely British comedy spoofing the space age, gets off to a hilarious start: the camera picks up a man (Kenneth More) asleep in a double bed planted in the middle of a meadow. He awakens to find a comely blonde (Shirley Anne Field) sashaying across the field in evening décolletage, a feather boa, high heels and high dudgeon.

This tantalizing beginning has, it develops, a simple explanation: he is a superhumanly healthy specimen involved in a cold-research experiment; she is a stripper storming out of a nearby engagement after the host demanded private performances.

From there the film plunges More into training as an "expendable" astronaut, and piles on ingenious complications. Its satire on the race for space is laced with generous helpings of slapstick.

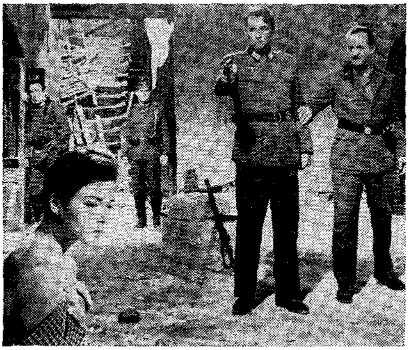
More, one of Britain's most popular stars, adroitly plays the healthy bachelor who attributes his illness-immunity to his marriage resistance. As the girl who changes More's mind—and his health—Shirley Anne Field proves she is a looker who can act.

The Guns of Navarone is high adventure loaded with powerful ammunition: a well-written script by Carl (*Bridge on the River Kwai*) Foreman, taut direction by J. Lee (*Tiger Bay*) Thompson and vigorous performances from its international cast.

The time: 1943. A German gun emplacement on Navarone guards the escape hatch—a channel between two Greek islands—for 2,000 Allied soldiers pinned down in a threatened garrison. Six experts—in mountain climbing, explosives, killing—are assigned a suicidal task: to wipe out the guns.

Led by climber Gregory Peck, the group—David Niven, Anthony Quinn, Stanley Baker, Anthony Quayle, James Darren—scales the hazardous cliffs of Navarone and makes contact with two Greek partisans (Irene Pappas, Gia Scala). They are harassed by a series of misfortunes—a devastating storm at sea, a broken leg, a traitor in their midst. *Navarone*'s tensions pyramid to nail-biting intensity in the climactic assault on the guns. This is a movie the whole family can enjoy.—M.N.

Gia Scala bares the naked truth at gun-point.



RESEARCH CHEMIST ANSWERS THE QUESTION:

Can a deodorant really stop odor—without "stopping up" pores?

As more and more deodorants crowd the market place, many containing new synthetic chemicals, thousands of men and women are wondering whether it is truly necessary to use these strong deodorants. They wonder whether it's sensible to depend on products that change the natural functions of the pores. They want to know, *"Is it possible to stop odor effectively—without stopping up pores?"*

"The answer to this question is 'Yes'," says Dr. Paul M. Borick, scientist in charge of microbiological research at the Products Division of Bristol-Myers. "It is possible to stop underarm odor in a more natural way. For many thousands of people, the most desirable deodorant is one that stops odor while letting the skin 'breathe'... while letting natural vapors and fluids freely pass out."

Surprisingly, there is only *one* leading deodorant today that lets the skin "breathe" this natural way. All other leading creams or sprays, roll-ons or pads *do* "stop up" pores in a way nature never intended.

This *one* exception is a deodorant with an old and famous name, but a completely new formula: new *sheer* Mum.®

New *sheer* Mum gives you lasting deodorant protection *without* "stopping up" the pores. It's easy to understand why, when you know that there are no aluminum salts, no harsh chemicals in Mum. Instead, Mum works with gentle hexachlorophene that lets the skin "breathe."

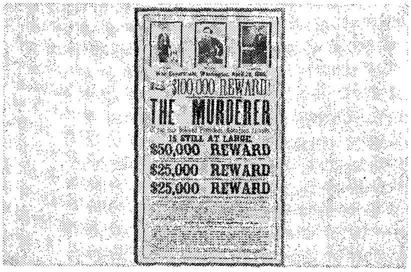
So—if you want more *natural* protection—try new *sheer* Mum. It stops odor all day. Without "stopping up" pores. And it's softer, fluffier, lighter. Vanishes the moment you smooth it on. A pleasure to use!

Another fine product of Bristol-Myers

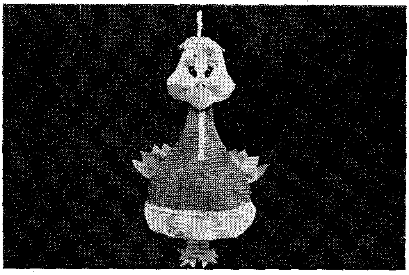
Advertisement

PRODUCTS ON PARADE

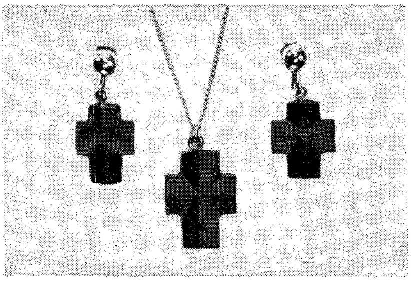
edited by Florence Semon



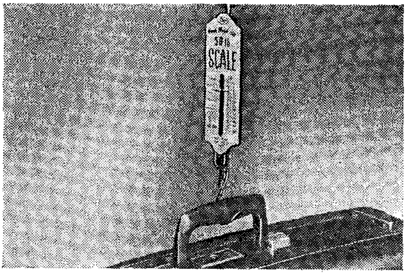
Posters of the past are printed in color on parchment, mounted on ready-to-hang Masonite. "Reward for Murderer of Lincoln," "Seamen Wanted (1777)" or "Gold Mines of Idaho Via Steamboat." 10″ x 15″; $3.25 ea. pp. Flaghouse Inc., CO, 112 Fourth Ave., N. Y. 3, N. Y.



Lucky duck is a very well-dressed laundry bag. His checked outfit is eyelet trimmed and has opening in back for laundry. He measures 33″ tall; has perky raised bill, orange webbed feet and yellow fringed hair. $4.95 pp. S. H. Barr, C6, 24 Phyllis Rd., West Orange, N. J.



Nature's miracle. These Staurolite Crosses formed by nature are made into a lovely necklace and earrings. Legends of good luck surround these natural cruciform stones. Necklace with chain, $3.00; earrings, $5.00 pp. International Gem, C, 15 Maiden Lane, N. Y. 7, N. Y.



No need to be a weight guesser. Handy all-aluminum household scale weighs luggage, parcels, laundry, food, meats—anything up to 50 pounds. Rustproof; has precision accuracy and spring balance. Only $1.00 pp. Sunset House, 64 Sunset Building, Beverly Hills, California.

Merchandise may be ordered by sending check or money order to the source indicated. Prices listed include postage. Firms agree to accept all but personalized items for refund.

Shrinks Hemorrhoids Without Surgery

(By John E. Knight)

World-Famous
Institute
Finds New
Healing Substance
That Stops Itching,
Relieves Pain
As It Shrinks
Painful
Swellings

A WORLD-FAMOUS institute has discovered a new substance which has the astonishing ability to shrink hemorrhoids without surgery. The sufferer first notices almost unbelievable relief *in minutes* from itching, burning and pain. Then this substance speeds up healing of the injured tissues all while it quickly reduces painful swelling.

In one hemorrhoid case after another, "very striking improvement" was reported and verified by a doctor's observations—even in cases of 10 to 20 years' standing. And all without the use of narcotics, anesthetics or astringents of any kind.

The secret is the new healing substance (Bio-Dyne®) – now offered in both *ointment* or *suppository* form called Preparation H®.

In addition to actually shrinking piles—Preparation H lubricates and makes bowel movements less painful. It helps prevent infection (a principal cause of hemorrhoids).

Only Preparation H contains this magic new substance which quickly helps heal injured cells back to normal and stimulates the regrowth of healthy tissue again. Preparation H Ointment or Preparation H Suppositories (easier to use if away from home) are available at any drug counter.

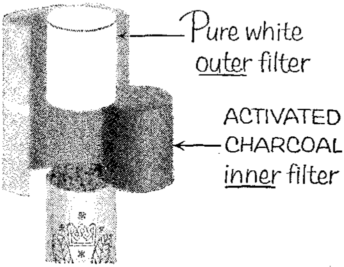
Advertisement

Tareyton delivers the flavor...

Tareyton
DUAL FILTER

Dual Filter does it!

Tareyton's Dual Filter gives you a pure white *outer* filter *plus* a unique *inner* filter of ACTIVATED CHARCOAL—definitely proved to make the taste of a cigarette mild and smooth. Together they deliver—and you enjoy—the best taste of the best tobaccos.

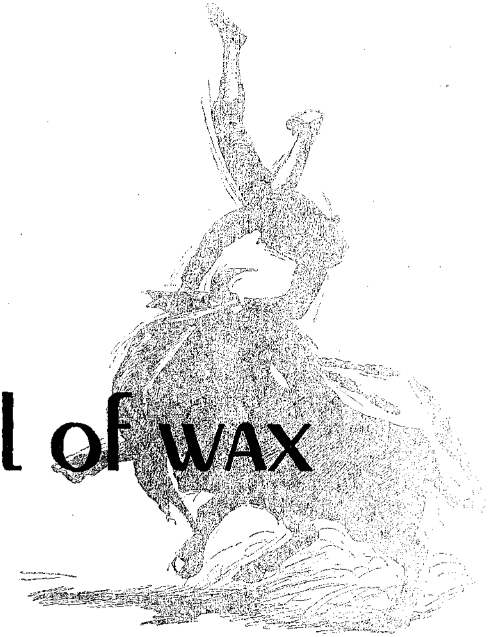

Pure white outer filter
ACTIVATED CHARCOAL inner filter

Product of The American Tobacco Company—"Tobacco is our middle name" © A. T. Co.

ELECTRONIC REPRODUCTION PROHIBITED

CORONET ♛

Twice, tragedy
fulfilled
his premonitions.
The third
time brought death's
supreme irony



The smell of wax

written and illustrated by

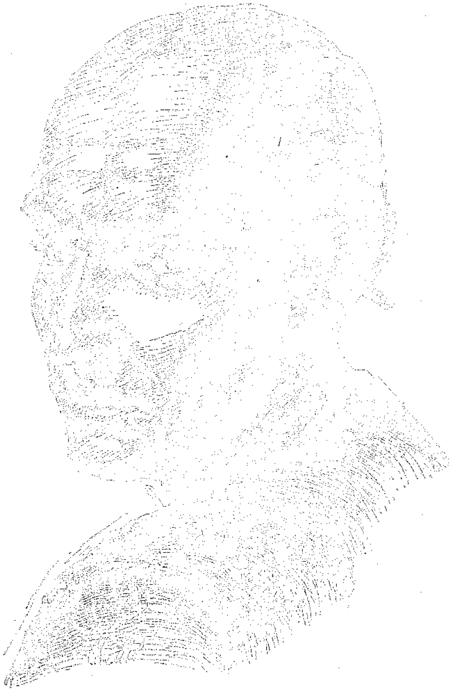
Barnaby Conrad

THIS STORY IS TRUE from beginning to end. It's a story that all bullfighters know but don't like to tell—or even think about. It bothers them. And it bothers me. I don't think you'll ever forget the tale once you hear it. Enrique Belenguer, called "Blanquet," was small and not much to look at, but he was probably the finest *banderillero* of all time. He never made a false move in the arena and he never made a bad guess. Except once. He had begun as a matador but soon found that he hadn't the temperament to be a great killer of bulls; his forte was in helping other bullfighters look good. Usually, *banderilleros* are the forgotten men of the ring, content to do their routine job of setting up the bull, placing their barbed sticks in the animal's body with comparative safety and collecting their meager salaries. A *banderillero* usually receives about 1/50th of what his matador is paid, takes 1/50th of the risks and receives 1/50th of the glory.

Blanquet was different. Bullfighters all knew what a great asset he was to any matador; but the first time the public recognized it was on May 31, 1908, in Madrid, when Blanquet was working for Regaterín, a mediocre matador who went white when he first saw the huge, vicious bull facing him that afternoon.

But so deft was Blanquet's preliminary cape work that the jittery matador took heart. Bulls charge more safely or more dangerously in different parts of the arena, depending upon the individual animal; it is up to the *banderilleros* to see that the bull is "localized" properly for their matadors. It is most important to make sure that the *querencia,* the bull's preferred place in the ring (often a spot where it has previously knocked over a horse or a man), is not located in such a way that it will influence the bull and cause it to swerve into the man in the middle of a cape pass.

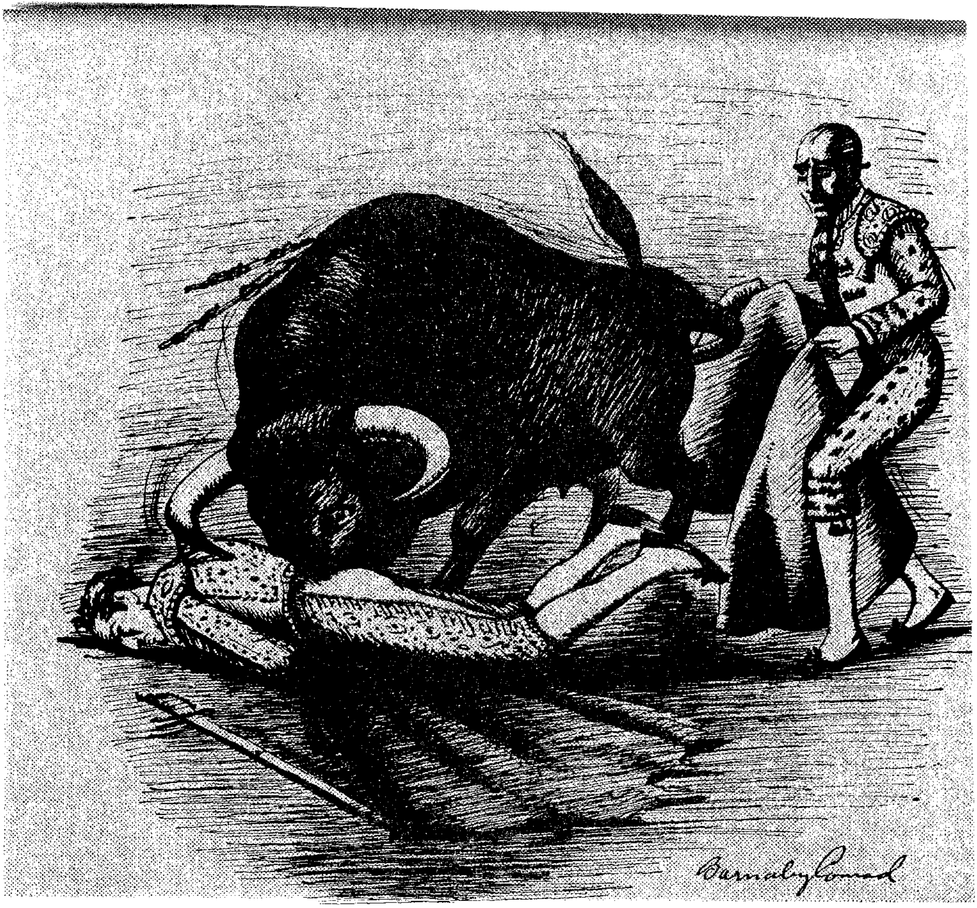
Blanquet did this so well that he made Regaterín appear to be a far better matador than the man actually was. The crowd applauded continuously as Regaterín worked closer and closer to the horns. But after one graceful pass, he briefly lost control of the animal and let it drift away closer to its *querencia.* He went after the animal, shaking his cape and chanting, "Huh, toro, huh!" to make it turn around and charge. Blanquet, behind the protective fence, called to him:



Enrique "Blanquet" Belenguer

"Not there, Matador, let me take him away from there, please!"

But Regaterín was overconfident. He called to the bull again and the animal charged. Since the bull was thinking only of getting back to its *querencia,* it paid little attention to



the cloth lure, made an incomplete charge and swerved into the man. Regaterín sailed into the air and thudded onto the sand, unhurt but stunned. Snorting, the bull whirled and charged back at him as the crowd screamed.

Suddenly Blanquet leaped over the fence. Lunging between the fallen man and the bull, he slapped the animal hard across the muzzle, then sprinted off at an angle, the bull after him. Twenty feet away, with the horn almost grazing him, Blanquet slammed to safety behind the fence. By the time the bull returned to the fallen matador, Regaterín had been hauled over the fence.

The audience began to cheer and refused to stop until Blanquet had been given the unheard-of honor, for a *banderillero,* of a lap around the ring. And at the end of the bullfights, Blanquet, after continuing such brave and wonderful services for his matador all afternoon, was accorded another triumphal lap.

Regaterín listened to his *banderil-*

lero's advice more carefully after that day. But Blanquet didn't stay with him long—he moved up the ladder to become the head *banderillero* for El Gallo, who had long been Spain's favorite matador. An unpredictable, bald gypsy—great when he chose to be, but also given to unreasonable panics and entire afternoons of cowardice, El Gallo ("The Rooster") came to rely heavily on the wisdom and bravery of Blanquet. Sometimes the superstitious matador would draw a fine bull, but would suddenly drop his cape and dive headlong over the fence.

"I don't like the way it looks at me," he'd stammer and refuse to enter the arena, while the crowd booed lustily.

Then Blanquet would go out and work the bull over, caping it casually with one hand. "See, Matador," he'd say, "it's a fine bull—nothing wrong with it." Only then would El Gallo take heart, go back in the ring and often put up one of his memorable demonstrations of superb grace.

PERHAPS Blanquet would have stayed with El Gallo forever if Joselito hadn't come along. Joselito was El Gallo's brother, and from the time he was a child bullfight *aficionados* knew he was a genius. He became a full matador at the age of 16—the youngest in history—and quickly eclipsed his brother and all other bullfighters. Many experts consider him to be the most perfect matador who ever lived.

In 1914 Blanquet became Joselito's number one *banderillero* and advisor. For six years—years that are referred to as the Golden Age of Bullfighting—Joselito performed superbly in Spain and Latin America. Always nearby was little Blanquet, his skillful cape ready to save his matador if he should get into trouble. During all that perilous time, Joselito was never seriously gored.

Then came May 16, 1920. Joselito was scheduled to appear at Talavera de la Reina on the same program with his brother-in-law, Sánchez Mejías. As usual, the *toreros* visited the little chapel underneath the stands just before the fight. Each devoutly lit a votive candle and knelt before the little altar, praying to the Virgin of La Macarena, patron saint of bullfighting: "Blessed Virgin, please don't let the bulls kill me today."

But as the bullfighters adjusted their dress capes and lined up for the parade into the ring, Blanquet suddenly sniffed the air.

"Strange," he said, "I still smell candle wax."

Joselito laughed and clapped him on the shoulder. "Must be a candle factory nearby."

But Blanquet was perplexed. "The last time I smelled the odor so strongly was at my father's funeral."

Then the trumpet blared and the fight was on. Joselito's first bull was dangerous, but his second animal was worse.

"*Burriciego*," Blanquet warned Joselito immediately. A *burriciego* animal can see well at a distance, but not up close; thus it is a most unpredictable bull to fight at close quarters. But Joselito did everything right, making the correct passes at the correct distances, gaining control continually.

Then, just before it was time to kill, Joselito withdrew 15 feet from the animal to change his grip on his small cape. Unwittingly he moved into the area where the bull could see best. Suddenly it charged.

"Look out!" yelled Blanquet.

Joselito looked up and saw the animal bearing down on him. He could have easily stepped out of the bull's path, but for a moment he forgot that this animal had defective vision. He did what he would have done with an ordinary bull, what he had done with hundreds of other charging bulls.

Even as Blanquet yelled, "No, no!" Joselito held his ground and flared out his red cloth. Another bull would have swerved after the brightly hued lure, but the *burriciego*—seeing less and less as it came closer—probably never noticed it. The bull crashed into Joselito and ripped open his stomach. Blanquet lured the bull away, but it was too late; Joselito was rushed to the infirmary, where he died.

NATIONAL ASSOCIATION FOR MENTAL HEALTH
MH

Blanquet was crushed by the death of his idol and master, and he did not fight for a long while. Then there appeared on the scene the greatest *torero* since Joselito: a 19-year-old Valencian, Manuel Granero.

"We need you," Granero's manager begged Blanquet. "Besides, he's from your home town."

Blanquet served Granero as faithfully and well as he had served Joselito—and the handsome young Valencian was soon the most popular *torero* in Spain. Then came the *corrida* of May 7, 1922, in Madrid. As they stood at the gate waiting for the trumpet to signal the start of the parade, Blanquet went pale.

"Something terrible is happening," he cried out. "I smell candle wax very strongly—the last time I smelled it was two years ago. Just like this. It was the day that Joselito was killed." And again it happened. The fifth bull of that afternoon snagged Granero by the leg, slammed him against the fence and drove a horn into the man's brain.

After Granero's death, there was much talk about Blanquet's premonitory words. Some of the *toreros* even made uneasy café jokes that a matador would always be safe with Blanquet and "his warning system" around. But Blanquet swore that he would never again enter a bull ring. He sold his "suits of light" and went into business in Valencia.

Several years later, however, Joselito's brother-in-law, Matador Sánchez Mejías, went to see him. "I'm getting on," he said. "I can't take chances now with anyone but the best to help me."

Blanquet refused at first, but business had not been good and finally he agreed. Once back in harness, he was the same old Blanquet. Although 45 years old, the veteran *banderillero* was as agile as a man of 30. But his bravery and knowledge of bulls were far more valuable to a matador than his athletic ability.

On Sunday, August 15, 1926, an important fight was booked in Seville, the most bull-wise city in the world. The bullfighters lined up at the arena gate and looked across the golden sand at the packed stands, waiting for the parade.

Suddenly Blanquet went pale and began to tremble.

"Oh, God, not again," he whispered.

Another *banderillero,* who had witnessed both Joselito's and Granero's deaths, asked with alarm: "The smell of funeral candles?"

Blanquet leaned against the gate post and nodded. The word ran quickly among the other bullfighters. Only Sánchez Mejías, one of the bravest *toreros* of all time, seemed to take it lightly.

"Of course you smell candles," he joked. "Look how close by the cathedral is."

Nevertheless it turned out to be one of the worst bullfight programs in Seville's history. All of the nervous *toreros* worked as far away from the bull's horns as possible. And when Sánchez Mejías finally killed the last bull of the afternoon, all the bullfighters breathed easier. They even joked about it as they hurried to catch the train for Madrid—still dressed in their costumes.

As they stepped into their train compartment, Blanquet said apologetically: "I'm a superstitious old fool—I shouldn't have worried everyone." But still he looked perplexed. "How could I have been wrong this time?"

Sánchez Mejías took out a bottle of wine. "Have a drink and forget it, *compadre.*"

Blanquet started to take off his jacket. Abruptly, he gasped, clutched his chest and pitched forward to the floor. They rushed the valiant old *banderillero* to the hospital, where he was pronounced dead of a coronary occlusion.

One of those present said later, "He seemed to go with a strange wisdom, a knowledge and familiarity with death that only he knew about. He died with a smile on his lips."

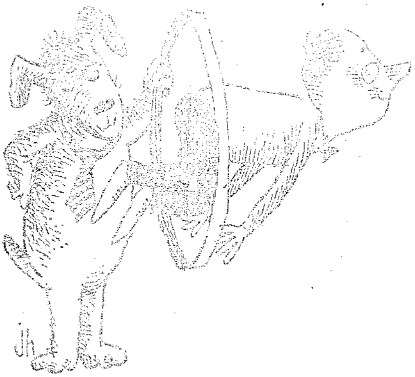
Blanquet's story is one that every bullfighter knows. It has become part of the superstition and lore of this archaic and ritualistic contest of man against beast—and of man against himself.

CAUSE FOR COMPLAINT

A WOMAN STOOD at her front door shuffling through the morning mail.

"Bills, bills, bills," she muttered, and then called after the departing postman, "I thought the Government was going to do something about junk mail."

—CYNTHIA ALLAN



human comedy

A NEW YORK THEATER CRITIC was attending a new play that started off badly and rapidly got worse. After the first act, several people left the theater; at the end of the second, most of those who had remained started putting on their coats. The critic rose from his front-row seat, turned and faced the audience and raised a restraining hand.

"Stop!" he commanded in a stern voice. "Women and children first!"

—MRS. FRANKLIN WALLACE

JUST BEFORE CHRISTMAS last year I made a batch of cookies and candies to send to my sister and her family while my two young daughters intently watched every move that I made.

Finally, as I set the cookies out to cool, the youngest looked at them longingly and said, "Mommy, why don't you just send Aunt Edna the recipe?"

—MRS. L. I. TEMPLE

A FELLOW WORKING for the Bank of America decided he would rather be in the advertising business. He made up a resumé to send to various advertising agencies. On the top was printed: "Help! Help! I'm a prisoner of the Bank of America!"

A few days later a copy drifted into the hands of his boss. He promptly called the young man into his office. "I've got good news for you, Jones," he announced. "You are no longer a prisoner. The Bank of America is setting you free."

—MRS. ARTHUR SHELLEY

"I HOPE THAT'S A NICE book you're reading, darling," said the conscientious mother to her daughter.

"Oh, yes, Mommy," replied the youngster. "It's a lovely book, but I don't think you would like it. It's so sad at the end."

"In what way, dear?" Mother wanted to know.

"Well," the youngster sighed, "she leaves him and he has to go back to his wife."

—CHARLES BURKE

A BUSINESSMAN WAS interviewing a job applicant. "Now then," he stated briskly, "for this position we need a real live wire. But, at the same time, he must be methodical. I can't overemphasize the importance of his being methodical."

"Hm'm," the applicant said, after some thought, "if that's the case, I guess I don't want the job, after all."

"No? Why not?"

"Well," replied the applicant, "it's that 'methodical.' All my life I've been a good Presbyterian, and I don't believe that I'm going to change now."

—THEODORE THOMAS

Secrets of

Vacation fun can
turn to sudden disaster
—if you don't
know what you are doing.
Here are 35 rules
to help you and your
family play safe

BY LESTER AND IRENE DAVID

summer survival

AS PARTICIPATION in water skiing, boating, skin diving and trampoline jumping increases, deaths and injuries mount steadily all across America. They are flashing danger signals to vacation-bound families. But the fact that accident possibilities exist should not discourage holiday-goers from indulging in these sports. However, they must be approached with a profound regard for safety. ■ In Dallas, a 15-year-old youth mounted a trampoline—a gymnastic device for acrobatic bouncing—and leaped high in the air in an attempted double flip with no previous training. He missed the taut fabric mat as he came down, landed on concrete and broke his neck. ■ In Honolulu, a skin diver, surfacing from a depth of 90 feet, instead of coming up slowly, rose in about a minute. He will be partially paralyzed for the rest of his life from the "bends." ■ In Missouri, a 16-year-old girl, whirling around a lake on water skis, was whipped into a wooden dock. She now has a permanent limp. ■ "Statistics reveal that along with the new kinds of fun has come a new crop of hazards," declares Joseph Prendergast, executive director of the National Recreation Association. The figures tell a tragic story. Some 1,300 persons lost their lives and an estimated 50,000 others suffered disabling injuries in small-boat accidents last year, according to the National Safety Council. More persons were killed on New York State's waters over a Fourth of July week end than on its highways. A medical report reveals that water skiing is claiming a growing number of victims. And skin-diving deaths and accidents are soaring, reports the *Journal of the American Medical Association.*

Trouble on the trampoline

The A.M.A. recently issued a special warning on trampoline tumbling, performed on canvas mats drawn taut and fastened to springs within a steel frame. Unquestionably, the trampoline is fun. It can help develop poise, balance and rhythm. But the A.M.A. *Journal* warns that "serious, permanently crippling or even fatal injuries" may occur through inexperience.

Late one evening, a high school senior tried a backward somersault at a commercial trampoline center, landing on the back of his neck. He became paralyzed in both legs and both arms. A 38-year-old railroad brakeman suffered the same fate.

Dangers of skin diving

The Underwater Society of America estimates that 5,000,000 Americans have been introduced to the fascinating subsea world. Skin diving, as members of some 550 clubs have discovered, is thrilling. But too often tragedy shatters the tranquility of the underwater world.

One man, intrigued by the sport, loaded himself with new equipment and plunged into his private swimming pool. The only witness: his small child. He never came up. He had given the child no instructions or signals, so she stood helplessly by as her father drowned.

Dr. Robert W. Keast of San Francisco states that in California there was one skin-diving death a month over a 27-month period, in addition to numerous accidents.

If a diver comes up too rapidly, nitrogen bubbles can form in his blood and give him caisson disease or "the bends," which causes dizziness, vomiting and paralysis. Too rapid ascent can also rupture blood vessels, allowing air bubbles to flow into the pulmonary circulatory system. These bubbles can collect in the heart and bring sudden death.

If he breathes pure oxygen under water he can get oxygen poisoning; if his air supply becomes contaminated with exhaust fumes, he can get carbon monoxide poisoning. If exhaustion is compounded with too little oxygen and too much carbon dioxide, he may drown. In heavily trafficked waters, he can be struck by boats.

Safety on water skis

Today, over 5,000,000 persons, including nine- and ten-year-olds, soar over the waves on water skis behind fast power boats. Falls into the water have caused dislocations of joints. Lacerations and fractures often result if a skier crashes against a dock—but the worst ones happen when a fallen skier is struck by the tow boat or passing craft. Too, "soft tissue or bone damage may occur if a loop of the tow rope flips around the skier's finger, arm or leg when towing starts," a doctor states.

But these accidents are minor compared with the carnage racked up by the 8,000,000 small boats on our lakes, rivers and coastal waters.

Our floating population

The U.S. Coast Guard declares:

"Almost every day a yachtsman somewhere is drowned or burned by explosion because of carelessness."

Del Frank Rich, his wife and elderly parents of Cedar City, Utah, not long ago were cruising in their 15-foot craft near a conjunction of the Green and Colorado Rivers. Boaters in the area had been warned to turn *left* and head upstream. Instead, Rich's boat cruised downstream. Shortly the cruiser was in boiling rapids. It capsized, hurling all occupants into the swell. Rich and his wife clawed their way ashore and remained on a deserted bank for 21 hours before being rescued by a plane. Rich's 64-year-old mother managed to cling to rocks until she, too, was saved. But the elder Mr. Rich perished in the turbulent water.

Recklessness is another main cause of boat accidents. And Coast Guard officials note a new menace—an increase in the number of drunken pilots. Many boats sink or burn because of faulty equipment. Lack of equipment also costs many lives. In New York, three out of four men drowned when their boat overturned in heavy swells. The survivor wore the only life jacket aboard.

Countless lives are lost when boaters, hurled into the water, try to swim to shore. A number of foolhardy souls also meet death each year by attempting to swim ashore after they run out of fuel. The simple, and far safer, alternative would be to light a flare and remain aboard until help comes. Many accidents occur because boaters are not properly dressed. Only last summer, a Long Island man went up on deck in rough weather, slipped and fell overboard. When his body was found, on his feet were ordinary leather shoes, which slide on a wet deck.

Health hazards in home pools

Home swimming pools are also adding to the fun—and the casualties.

Over half of the 250,000 home swimming pools are privately owned. Accidental drownings can and do occur, but home pools also form a not insignificant factor in spreading disease. Medical reports cite increasing instances of athlete's foot, severe gastrointestinal disorders and eye and ear troubles. Two California investigators recently pointed out that abrading skin against the rough surfaces of home pools has caused epidemics of a form of TB.

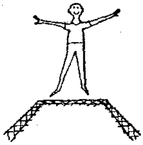
All pool-borne diseases can be avoided by proper sanitation and pool maintenance. Filters, pumps and chemicals are available to keep the water pure. Nevertheless, A. E. Griffin, an engineering bacteriologist, declares that pool owners often use cheap and faulty equipment which does not keep their swimming areas bacterially safe.

Swimming pools create another hazard. Courts call them "attractive nuisances," something that can lure children and cause them injury. A fence and a sign may not be enough to protect you if a child falls into your pool and drowns! Owners of such attractions can be liable for heavy damages even though children reach them by trespassing. It is also probable that an adult lured by "attractive nuisances" may collect if injured.

Our nonfloating population

Be vigilant, also, when swimming *anywhere*. The American Red Cross estimates that 40 percent of the population cannot pass a beginners' swimming test, and at least half the people in the U.S. cannot swim well enough to take care of themselves

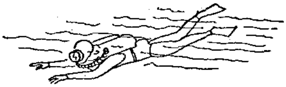
Summer Safety Chart



Rebound tumbling (trampolines)

1. Make sure trampoline's metal frame has safety padding.
2. Wear special trampoline shoes or soles, long-sleeved shirt and pants.
3. Never try the sport without some prior instruction. Never try a forward or backward somersault until you've had adequate training.
4. Insist on the presence of a qualified instructor.
5. At commercial centers, make sure there is at least a few feet of space between mats, and between mats and other obstructions.

Skin diving



1. Get competent instruction in all phases of diving before starting and follow all rules.
2. Never dive alone.
3. Take a thorough physical examination every six months. Persons with heart, blood and respiratory ailments should avoid this sport. It's also risky for those with ear infection, sinus irritation, chronic hay fever or an especially nervous disposition.
4. Don't tackle the sport unless you can swim 200 yards, swim underwater ten yards, swim 50 yards with ten pounds of weight, tread water five minutes and tread water with hands out of the water for 15 seconds.
5. Buy recognized good equipment and look after it. Make sure equipment has quick-release buckles or weight belts.

Home pool

1. Surround pool with a high, sturdy fence and keep the gate locked when pool is not in use.
2. Firmly restrict the number of youthful guests. If the children are very young, insist that a number of grownups be present to supervise.
3. Insist that nobody enter the pool before taking a shower. Suggest that children use the lavatory before entering.
4. Have first aid and rescue equipment handy. At least one member of the family should take a course in lifesaving and artificial respiration.

in the water in an emergency. Small wonder drowning takes a toll of 7,000 lives each year, mostly adults.

If you want to return from a vacation with memories, not bandages, play—but, adds the National Safety Council, *play safe!* ♛

5. Follow all instructions for keeping the pool clean, changing water and use of chemicals including regular draining and vacuuming of pool bottom.
6. Mark off shallow and deep sections of the pool with buoy lines or other clear dividers.

Boating

1. Take instruction. Ask your boating dealer for information on courses.
2. Don't overload a boat with people or equipment.
3. Obey the "rules of the road."
4. Check on the weather forecasts before going out and stay ashore if storm warnings are hoisted.
5. Never speed near docks, piers or swimmers.
6. Always have aboard lifesaving equipment and extinguishing apparatus that can douse electrical, oil and gasoline fires.
7. If you capsize, cling to your boat until help arrives.
8. Wear boating shoes with nonskid soles.

Water skiing

1. Never attempt to water-ski unless you are a good swimmer.
2. Always wear some kind of life preserver, belt or jacket, no matter how well you swim.
3. Beginners need dry-land instruction before entering the water.
4. Check all equipment before starting out.
5. It's wise to have two persons in the boat towing you—the driver and an observer to keep his eyes on you; or the driver should have a wide-angle, rear-view mirror to watch you as well as the waters ahead.
6. Learn how to handle tow rope properly to prevent a coil from catching a leg or arm on take-offs.
7. Bathing caps or ear plugs should be worn to prevent ear damage.
8. Don't ski in shallow or unknown waters. There may be hidden sharp rocks or other hazards.
9. Don't ski in heavily traveled water such as swimming areas, narrow channels or spots containing docks, floats and buoys.
10. Sit down in the water if you feel you are coming into the dock area too fast.
11. Watch the water ahead of you at all times.

New hope for PERFECT babies

BY BERNARD SEEMAN

LIKE ANY NORMAL mother-to-be, Mrs. Jane Smith, 24, had dreamed and prayed that this baby—her first—would be born perfect. The question she asked immediately after delivery was typical: "Is my baby all right?" ■ In most cases the answer is a happy "Yes!" But this time the doctor shook his head. The infant had been born with hydrocephalus, commonly known as "water on the brain." To the Smiths (this is not their real name), the news came with stunning shock. However, they soon learned their plight was not hopeless. Revolutionary advances in medicine and surgery have made it possible to correct a growing number of birth defects that affect some 250,000 infants each year, *provided they are recognized in time*. What's more, research into the causes of birth defects—and the parents usually are *not* to blame—is now making even *prevention* of some defects or their ill effects possible. ■ The Smith baby was brought to the Birth Defects Clinical Study Center in The Children's Hospital in nearby Columbus, Ohio. Supported by a March of Dimes grant, this Center is part of a massive research program aimed at solving the mysteries of birth defects. The infant was examined by a team of medical specialists. Because of an obstruction, fluids which normally bathe the baby's brain were not flowing back into circulation. If the fluids continued to accumulate, pressure on the brain could cause mental retardation and even death. ■ Dr. Martin P. Sayers, chief neurosurgeon at the Center, performed what is called a "jugular shunt" operation. Using a special tube and a system of tiny valves, he bypassed the obstruction and opened a path for the fluids to escape from the brain to the jugular vein. Less than a week later, infant Smith was back at home. His prospects are good and, barring accidents, he can look forward to a useful, effective life. ■ "Obviously the outlook for a child with a birth defect depends on the type of defect," Dr. Sayers told CORONET. "For some defects, treatment is 100 percent effective, for others, not as promising, and for a few, still hopeless. However, as a result of medical research, the future for any particular defect can change overnight. . . ." ■ Of more than 600 known birth defects, many, such as cleft palate, clubfoot and port wine stain, can be recognized as soon as the newborn infant is examined by a doctor or nurse in the delivery room. In those first critical seconds after birth, a careful examination of the type developed by Dr. Virginia Apgar of The National Foundation, which tests the infant's appearance, breathing, pulse, muscle tone and reflexes, may reveal a possible defect in time for corrective action. ■ A child born with a clubfoot, not too many years ago, was given no immediate treatment in the hope that the foot would straighten itself out. If treatment was tried, it usually came after the deformity was firmly established, and such painful corrective measures were rarely successful. Today, an infant with a clubfoot is given treatment immediately, before the bones and tendons have become fixed in their deformity; in nine out of ten cases, the clubfoot is corrected within two months. In the same way, cleft palate, port wine stain and similar disfiguring defects are being corrected by surgery, often while the infant is less than a week old.

Even more dramatic is new surgery for correcting congenital defects of the heart, kidneys and central nervous system. Infants considered hopeless just a few years ago can often be saved today from death or chronic illness by bold operations which make it possible to repair structural defects *inside* the heart, of the large vessels leading to and from the heart and of other organs.

Equally dramatic progress has been made against defects caused by hormone or chemical imbalance, or where there is a failure in metabolism—the body's use of food, oxygen and other substances necessary to the life processes.

The most common form of cretinism—an extreme condition in which the total mental and physical development of a child is retarded—has been reduced to a minimum since doctors traced it to an iodine or thryroid deficiency in the pregnant mother. Now, deficient mothers are given iodine or thyroid hormone and the child is born normal.

Another lifesaving discovery came about because of the determination of a Norwegian mother whose two children, apparently normal at birth, soon became mentally retarded. She had only one clue: their urine had a strange odor. After taking the problem to a number of doctors, she consulted Asbjoern Foelling, the noted Norwegian biochemist. Eventually, he was able to trace the odor to a metabolic defect which prevented the children from absorbing certain proteins in milk and other foods. As a result, today, a simple test of a newborn infant's urine can detect the abnormality, known as phenylketonuria or PKU, before any real brain damage has been done, and a special diet given the child to prevent mental deficiency.

WHAT CAUSES birth defects? Can they be prevented? Are they due to heredity—bad blood? Nonsense, say the experts. Dr. F. Clarke Fraser of The Montreal Children's Hospital estimates that fewer than ten percent are caused by heredity alone. Another ten percent seem to be caused solely by accidental factors that interfere with the development of the foetus in the womb. Most birth abnormalities, apparently, are caused by a combination of these two factors.

Before birth, the growing embryo receives nourishment, oxygen and other essentials from the mother through the placenta, and its waste products are removed via the same pathways. Anything happening to the mother that interferes with this normal prccess could damage a susceptible embryo. Such a defect-producing situation is generally called "environmental stress."

Scientists have actually produced cleft palates, blindness, harelip and other defects in mice by giving the mothers large doses of various drugs in early pregnancy to create such environmental stress.

Fortunately, because of such laboratory research, the average mother can now be protected against many of the known stresses that might damage her baby. But all possible dangers are still far from known.

Included on the list of known or suspected dangers are:

Large doses of certain drugs, chemicals and medications. Dr. Josef Warkany of the University of Cincinnati reports more than 50 such substances that can produce defective mammals if taken in large doses during early pregnancy. Among them are overdoses of vitamin A, antibiotics, aspirin and even certain anaesthetics.

Vitamin and other nutritional deficiencies. An unusual study by Drs. Hilda Knobloch and Benjamin Pasamanick of Ohio State University shows that more mentally deficient children are conceived in June, July and August than in other months, indicating possibly that during summer's heat, a pregnant woman may reduce her nutritional intake, particularly of high-quality protein.

Certain virus infections. For some reason, German measles in early pregnancy seems to be a serious cause of many defects. Possibly mumps and some other viruses might also be involved in birth abnormalities.

Exposure to X ray and other radiation. Biophysicist Theodore T. Puck of the University of Colorado declares there is no safe lower limit or threshold for radiation. He has shown that even the smallest amount can produce an abnormality in a culture of human cells.

Other possible threats to the unborn child include diabetes in the mother, which, by some process not yet clearly understood, seems to increase the likelihood of damage to the child. Age is also a factor; as a woman grows older, the body processes involved in pregnancy tend to become less efficient and the possibility of birth defects rises.

The critical time during which birth defects seem to be produced is mainly during the first three months of pregnancy; the first six weeks are the most important of all. During these crucial three months, according to Dr. Thomas M. Rivers, vice president for medical affairs of The National Foundation, the prospective mother should:

Develop good maternal "soil" for the child to grow in by a diet rich in proteins, vitamins and minerals. Actually this precaution should begin in adolescence.

Avoid exposure to German measles as well as other infections. It might even be suggested that adolescent girls who have not had German measles be exposed to it prior to marriage.

Avoid extensive abdominal X rays for diagnosis or treatment unless essential.

Avoid the use of narcotics, analgesics, tranquilizers, barbiturates and other drugs and medications, even aspirin, without specific approval of the physician.

Avoid excessive use of alcohol and tobacco. These may interfere with the circulation and other processes vital to the infant's development.

If possible, postpone elective operations requiring anaesthesia. This *problem should be thoroughly discussed with the physician.*

Do not move to a radically different climate or altitude. Sharp differences in temperature and oxygen density may cause circulatory and other changes in the mother that could affect the child.

MORE INFORMATION about the mysteries of birth defects is coming from an ambitious investigation now being conducted by the National Institute of Neurological Diseases and Blindness. This project, involving 15 major medical centers throughout the country, began in 1959 and is expected to continue for perhaps ten years. About 50,000 mothers and their babies will be studied during that period.

Complete records will be kept, beginning with the mother during early pregnancy, through labor and delivery. Then the infant will be followed medically from the moment of birth, with regular examinations until he enters school. The data gathered by this massive study is passed on to the National Institute for tabulation and analysis.

The project is already producing results. An improved method has been developed to follow the heartbeat of the foetus during labor. This can show whether the infant-to-be is suffering a lack of oxygen—a shortage that can cause brain damage and may be involved in cerebral palsy. New facts have also been revealed about previously unsuspected infections of a mother's placenta which could be responsible for a stillborn or defective child. Other discoveries are being made about differing blood factors and how they may be involved in causing mental retardation and other defects.

Many children have already been saved because of the growing understanding of possible blood incompatibility. When this exists, the newborn infant can be be given an exchange transfusion at once. The child's blood, with its incompatible cells, is removed and replaced with compatible blood.

The scientific world was electrified in 1958 when French biologist Jerome Lejeune announced that the genetic material of mongoloids contains an extra chromosome. Instead of the normal 46 of these biochemical "blueprints" that carry our hereditary information and determine the structure of each cell, the mongoloid has 47 chromosomes.

Then, early this year, Lejeune announced that he had discovered a metabolic defect possibly related to the extra chromosome. This defect, it seems, may be involved in the process that produces mongolism in an infant. With this clue, scientists may now be able to find a way of correcting or bypassing the metabolic defect that could cause such tragic mental retardation.

The genetic possibilities go far beyond the correction of defects that already exist. By reaching into the genetic core of our heredity and manipulating the actual chromosomes, it might become possible to correct heredity errors and actually prevent the defects from being passed on.

Such a seemingly fantastic possibility was brought a step closer on

March 29, 1961, when G. David Novelli, chief biochemist at the Oak Ridge National Laboratory, revealed that for the first time man had been able to watch the complicated genetic process take place in a test tube. Using a new technique, Novelli and his team were able to see the miracle of proteins being synthesized out of amino acids, one of the basic processes of life and growth.

The next step may be for scientists to study the parts played by the different components of genetic substances, and thus, perhaps, crack the "code" whereby the instructions that determine heredity are transmitted from cell to cell and from parents to children.

All this gives a note of prophecy to a prediction made by Edward L. Tatum, Nobel Prize-winning geneticist of the Rockefeller Institute. In London last year, Dr. Tatum speculated that the time may come when scientists can replace defective genetic material and "predictably . . . alter and improve genes within a living cell . . . the ultimate in 'biological engineering.' "

Heard any good stories lately?

Earn a cash reward by sharing jokes and anecdotes with others. Send us those stories you've found funny and fresh, as well as the inspiring bits of everyday life you have encountered.

We will pay on publication $5.00 for original epigrams; a minimum of $5.00 for contributions from a published source; a minimum of $10.00 for original anecdotes.

Address all contributions:
Humor Editor, Coronet Magazine,
488 Madison Avenue, New York 22, New York

Contributions cannot be acknowledged nor will they be returned unless accompanied by a self-addressed, stamped envelope.

YOUNG IDEAS

WHEN A YOUTH begins to sow wild oats, it's time for father to start the threshing machine. —*Quote*

ADOLESCENCE IS that time of life when children start bringing up their parents. —BARBARA DEMKE

How words work

BY DR. BERGEN EVANS

Author of "A Dictionary of Contemporary American Usage"

Why is a stupid person often called a *dope?*

The Dutch word *doop* (pronounced *dope*) meaning gravy or sauce, came to mean almost anything into which something else could be dipped or which could be smeared on other things. Forty years ago, in fact, *dope* was a common term for the syrups and sauces which were poured over ice cream to make sundaes. It was also used in speaking of lubricants ("If it runs out of dope, / Just fill it up with soap, / And the little Ford will ramble right along"—a popular song of the early 1920s). And it referred to water repellents. Earlier, among the things that were smeared or applied was opium in an opium pipe and by 1895 *dope* had become a slang synonym for opiate. And from this came *dope fiend*, *dopey* (drugged) and *dope* meaning a stupefied person.

Was tweed cloth originally woven on the banks of the River Tweed?

Yes, it was, and that would seem to be sufficient reason for calling the cloth *tweed*; but sometimes words work in devious ways. The cloth, a twilled (two-threaded) weave, was called *tweel*, the Scotch form of *twill*. In 1831 a shipment of the cloth was sent from Scotland to James Locke, a London merchant, with the word *tweel* written illegibly on the consignment. Knowing that the cloth was produced somewhere near the River Tweed, Locke assumed the word he couldn't read was *tweed* and therefore advertised that he had some tweed cloth for sale. Almost immediately his error became standard usage and hence the "correct" word. So we owe *tweed*, as a name for cloth, to a Scotchman who couldn't write and to an Englishman who couldn't read.

Why are goons and gangsters called thugs?

After a Hindu religious cult (dating from at least the 13th century) whose members, devotees of the goddess Kali, committed murder as a part of the observances of their cult. Throughout most of the year the Thugs (also called phansigars, "stranglers") lived as peaceable citizens. During the fall, however, they went about disguised as merchants in order to gain the confidence of travelers whom they then strangled as sacrifices to the goddess. Combining piety with profit, they also robbed those they killed. Fortunately for many wanderers, the goddess was snobbish and did not relish lower-caste victims.

Are grave things connected to the grave?

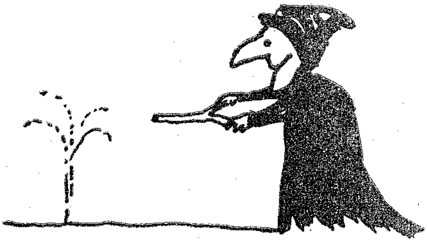
Not as far as the language is concerned. Although Mercutio (*Romeo and Juliet*, III, i, 101) combines the two meanings in a grim but brilliant pun as he is dying ("Ask for me tomorrow, and you shall find me a grave man"), they are actually unrelated. The *grave* in which the dead are buried is named from an Anglo-Saxon word meaning to dig. It is related to *engrave*. *Grave*, meaning solemn, is from the Latin *gravis*, heavy, whence we also get *gravity* and *gravitate*.

Is the "tenderloin" the tough part of a city?

Not necessarily. It's the part where there is the biggest opportunity for graft. It was originally that part of New York which included the theaters, hotels and places of amusement. The slang name was a pun: it's where the police get the best "cut"; the "juicy" part of the city.

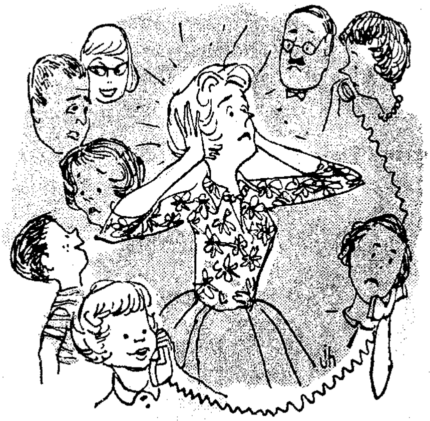
What has *witch hazel* to do with witches?

Witch hazel, if it has any meaning to most Americans any more, is a lotion rubbed on inflammations and bruises. It is so called because it is made from the bark and leaves of a shrub called the *witch hazel.* And the shrub is so called because twigs from it were thought to be especially efficacious in water-divining or water-witching. ♛



My little lie detectors

BY ADELINE DALEY



Truth, out of the mouths of babes, isn't only stranger than fiction—it's plain subversive

No one has ever accused me of having beady eyes, a furtive manner or of being anything but a trustworthy soul. So please do not get the idea that I'm antihonesty.

All I ask is that my husband and kids stop proving how honest they all are at my expense. Must they demonstrate what true-blue characters they are by bringing me into their "I did it with my little hatchet" act?

The trouble is I'm the cherry tree.

If my loved ones were writing for the movie magazines, you would continually see articles entitled: "The *REAL* Mrs. Daley," "Things I Never Knew Until Now About Mrs. Daley" and "The Mrs. Daley Nobody Ever Sees."

Why is it so vital, for instance, that my true age be revealed to the American public? If my husband had his way, he would have a photostat made of my birth certificate, have my weight certified by a notary public and would publish the lot in the newspapers, like year-end corporation statements.

As it is, any woman (and it usually *is* a woman) who fishes around for my correct age is rarely disappointed. "How long have you two 'love birds' been married?" they ask with deadly subtlety.

There is no way to squirm out of that question. We have a 14-year-old, so it is mandatory to reply, "We two 'love birds' have been married for 15 years."

And just like Tuesday follows Monday, the next innuendo directed to Mr. Trueheart is, "My! I suppose your wife must have been a child bride?"

"Hardly," I will interrupt gaily.

"Hardly!" my husband repeats emphatically.

Then my driver's license is passed around for all to see.

I've never asked my kids and husband to turn in their Scout badges for violating the honor code, but I do plead that they refrain from allowing age-revealing remarks to creep into the conversation. You will never, never hear me mouth any of the following telltale words:

"Helen Twelvetrees and Neil Hamilton were two of my favorite movie stars."

"Want to dance 'The Big Apple'?"

As if giving away my vital statistics weren't bad enough, they also feel that the world should have an affidavit about the authenticity of my blonde hair. I do have natural blonde hair; all I do is give Mother Nature help now and then to bring back the golden highlights. Fair enough?

Not for my little lie detectors. They insist that, since I purchase the "golden highlights" at the drugstore, the "party of the first part shall hereon be referred to as a 'bleached blonde'."

Then, too, they have a manner of divulging misleading information about my character. Take the fact that Walt and I sometimes have a cocktail before dinner.

A schoolmate asked our oldest daughter whether I smoked. Kathy told the truth—that I do not. However, she felt it imperative to add, "But she *does* drink."

Or take my regimen of vitamin pills to "get my pep back." This, when fed back to me by a horror-stricken neighbor briefed by the kids, becomes I am taking "pep pills."

All the Daleys are undercover agents for the Food, Drug and Cosmetic Act, and honest as the day is long. Last Thanksgiving was one of the "longest" days in my life.

Since the refrigerator was overloaded with food, I stored the turkey in the garage the night before. By morning it was covered with ants. What to do? Be honest and pass it off by joking, "The funniest thing happened to this turkey on the way to the oven?" Serve pancakes, instead, to 25 guests? Take them all out to dinner? Or wash the ants off, and hope the kids will keep quiet?

The table décor was lovely. The turkey turned out mouth-watering, and just as the guests began to taste their first forkful, Honest Patrice announced, "You should have seen the turkey this morning! *Black* with ants! You couldn't tell it was a turkey, huh, Mommy?"

Twenty-five sets of eyes then turned on me, making me feel like the wicked queen handing Snow White the poisoned apple.

"Oh, these kids," I laughed. "What will they dream up next? What happened," I said in a confidential, reassuring manner, "is that I spilled some coffee grounds on the turkey."

(To this day I still do not know why I thought that coffee grounds would sound any more appetizing than ants.)

"Coffee grounds!" I shouted over Patrice's protests. "They were coffee grounds, weren't they?" I grimaced.

"Maybe," she finally agreed, "but the coffee grounds were moving."

I don't think I'm the only mother who sends a youngster to tell an encyclopedia salesman, "Mommy is out." But do all kids deliver the line like this: "My Mommy says to say she is out," or is that my personal misfortune?

And on boarding a plane, am I asking too much to demand that the child who is passing as two years old, please stop trying to carry the luggage onto the plane?

Does your school have a brainwashing session called "Show and Tell?" It is a period devoted to the children who want to show something to the class and also bestow on it some parcel of information. They never had one when I was in school, so it wouldn't surprise me to hear that my kids originated the fad.

I cringe when I imagine what morsels of truth our kids contribute each morning. "You should have seen the condition of the house this morning!" I can hear one class receiving. "My mommy and daddy had a fight yesterday." Another "Louella Parsons" is reporting.

Perhaps the most annoying facet of all this honesty is never allowing me the smallest exaggeration of the facts at hand. The most classic example of incorruptibility happened aboard the S.S. *Mariposa,* the Matson Lines luxury liner.

I'll explain right off what *we* were doing aboard this beautiful ship, which sails to Tahiti, Samoa, Australia and other enchanting Pacific ports. Its second stop is the not too "enchanting" port of Los Angeles, 400 miles down the coast from our home in San Francisco. I was a guest of the Matson Lines. Was there anything wrong in my assuming for 24 hours the role of a well-heeled society traveler?

"Is this your first time aboard ship?" someone asked who had noticed me careening about the deck.

"No," I replied after making sure my husband was out of earshot. After all, I *had* taken the ferry from San Francisco to Oakland, hadn't I?

"Tahiti is beautiful this time of year. Bertram and I just love it," a tastefully dressed woman passenger remarked.

"Waltram, I mean Walt, and I love Tahiti too." (We *loved* George Sanders in that Tahiti movie.)

But my little façade was to be short-lived. The kids began to descend upon me from port and starboard. "And how are all the little travelers?" another passenger asked. "Looking forward to your long ocean voyage?"

"Well, we're not going any farther than Los Angeles," our daughter Elaine replied in her customary, wholesome Girl Scout manner. "We have to get off at Los Angeles and then we're all taking a Greyhound bus back to San Francisco."

Truth, again, had prevailed!

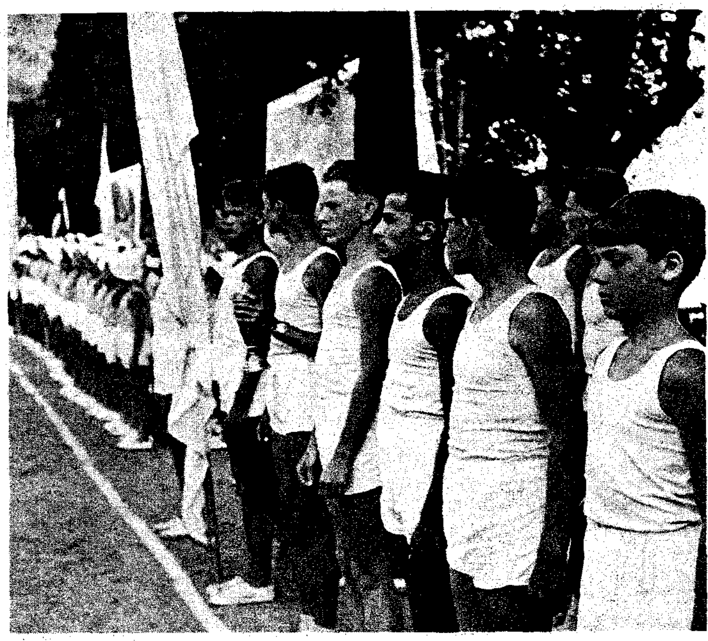
NOVEL APPROACH

A BRITISH NOVELIST was introduced at a party to the mother of five daughters. "Madam," he exclaimed, "I am charmed to meet the author of so many beautiful editions!"

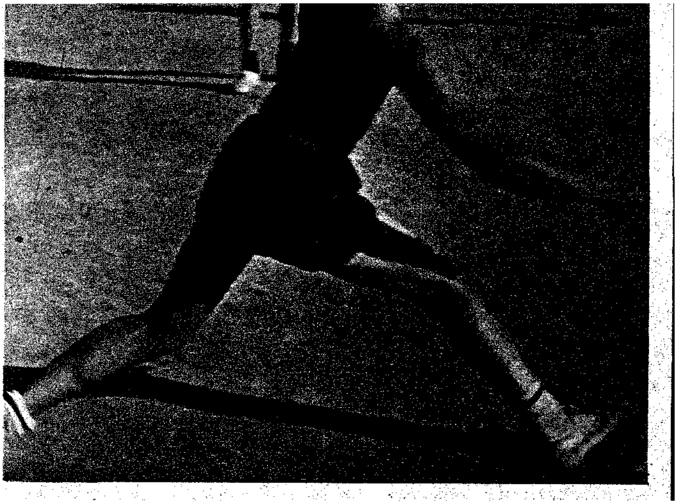
—MARK METCALF

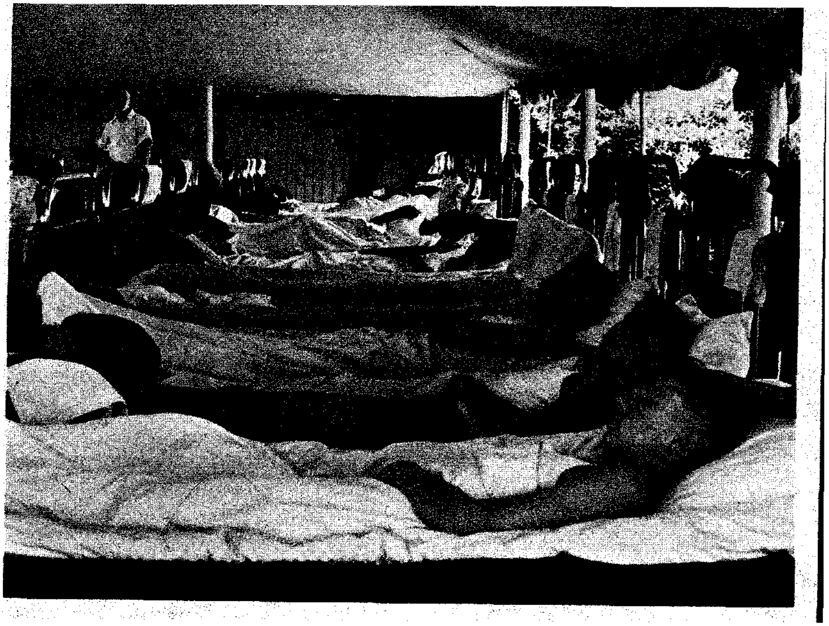
Brian Kahn, 14, a Boy Scout from California's lush Valley of the Moon, recently spent five months in the Soviet Union, where his father was writing a book. During the summer, the Russians invited Brian to Artek, their famous youth camp on the shores of the Black Sea. He stayed three weeks at this biggest (1,500-capacity) of all Russian children's camps—the first American enrolled there in 20 years, and the first Boy Scout ever to attend. It was a memorable, exciting experience for young Kahn—similar to U.S. camp life in some respects, radically different in many others. Here is a revealing photo report on a "Yank at Artek" by Russian photographer Lev Abromovitch Borodolin — with captions from Brian's own diary.

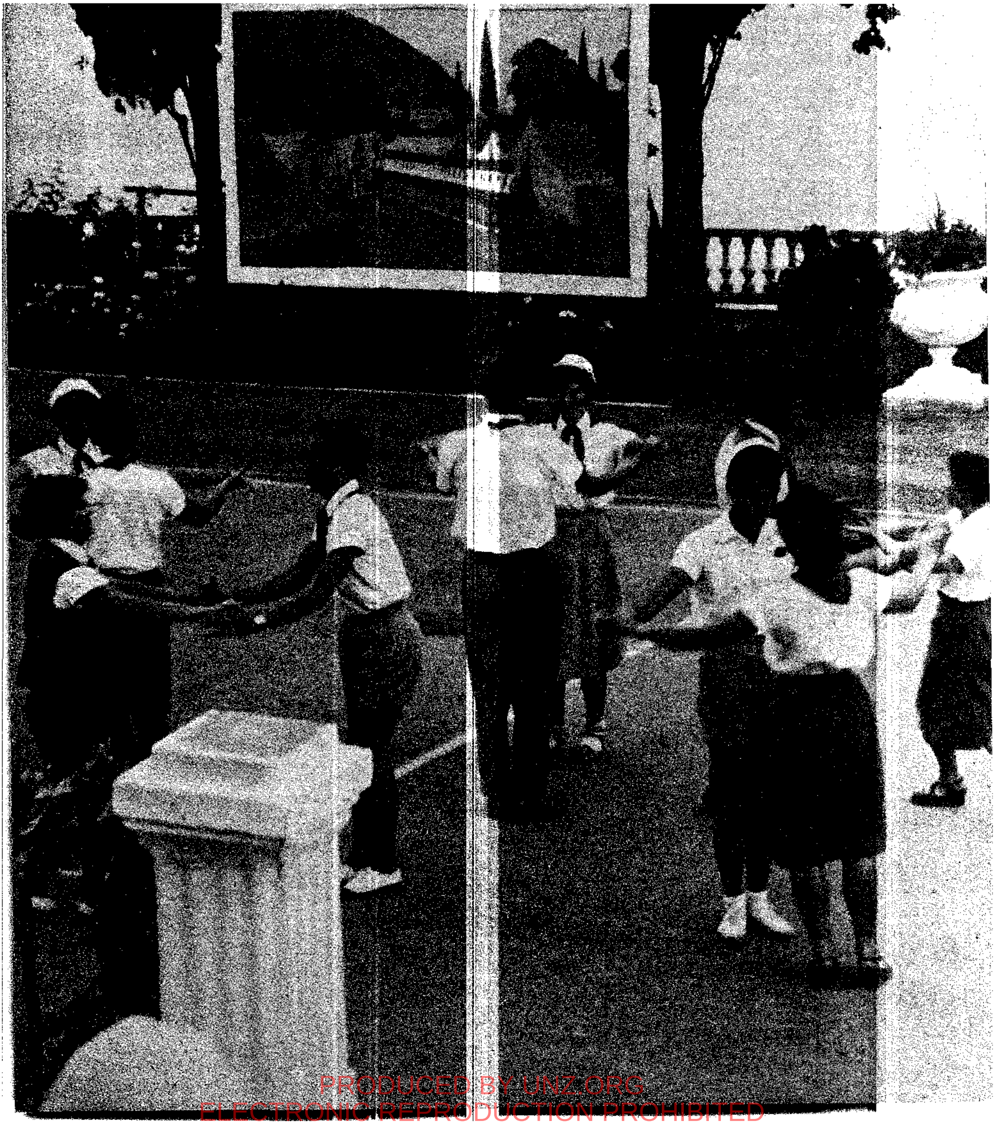
My new friends want to know what feats I accomplished to earn my merit badges. They all belong to the Pioneers—the Russian Boy Scouts. Most of them attend Artek for free, although a few boys from well-off families pay a small fee.

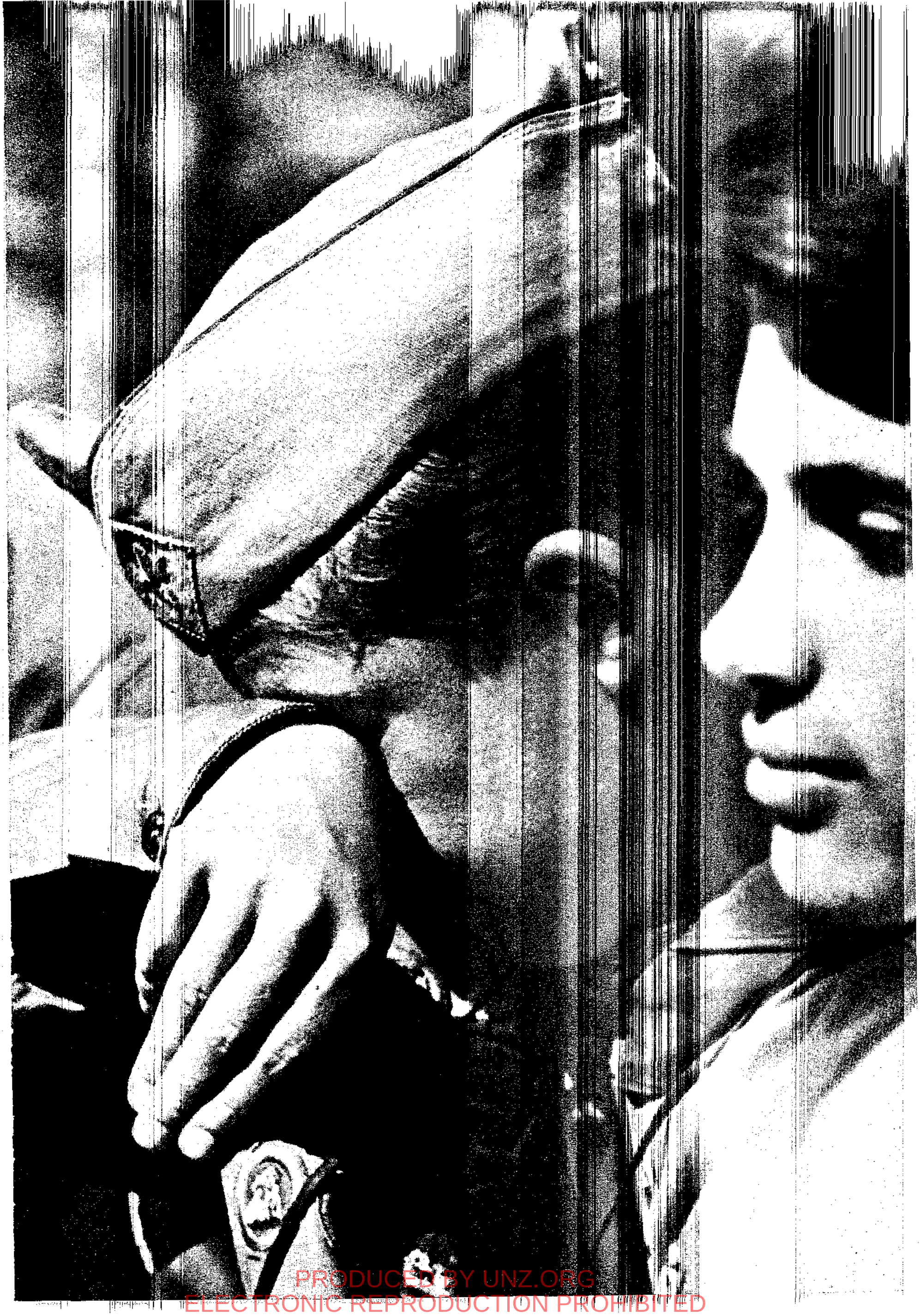


Today we stuffed bread and onion sandwiches in our knapsacks and hiked up Bear Mountain. The orchards reminded me of home in California









BY LYMAN M. NASH

The hat that crowned the West

Stampede, blizzard or barroom brawl—the cowboy's Stetson has survived them all

BACK WHEN WESTERNS were standard Saturday fare at neighborhood movie palaces, the trade-mark of cowboy star Tom Mix was a black, ten-gallon Stetson hat. Mix's magnificent Stetsons were custom-made for him. Once, a new one was delivered by the company's factory representative. "You're just in time," said the famous cowboy, "I was about to take a bath."

Without further ado, Mix unwrapped his new Stetson, clapped it on his head and stepped under the shower. When the hat was thoroughly soaked, he creased the crown, curled the brim and set it on a table to dry. "No better way to shape a new Stetson," drawled Mix, returning to his shower.

But long before Tom Mix, the Stetson was a symbol of the Old West. Its broad brim shielded the working cowboy from blistering sun and driving rain. He wore it through dust storms, blizzards and bunkhouse bull sessions, fanned fires and carried water with it. Waving it above his head, he used it to turn cattle during a roundup. At night he squashed it up and used it as a pillow. The older it got, the better it got, for Stetsons are almost indestructible. In fact, one actually *is* indestructible. On a trip out West in 1901, John B. Stetson Jr., tossed his ten-gallon hat into an Arizona creek. It was recovered years later as a chunk of limestone, unmistakably shaped like a Stetson.

The man who gave his name to the world's most famous hat was John Batterson Stetson, an Eastern hatter who was born in Orange, New Jersey, in 1830. As a boy, Stetson went to work in his father's hat factory, but as he approached 30, he fell ill with consumption; an early death was predicted. To prolong his life, he decided to head West, which in the 1850s meant anywhere beyond Ohio.

Stetson moved to St. Joseph, Missouri, where he got a job molding bricks. In spite of his delicate health, he was a hard worker. Before long, he became manager, then a partner of the brickyard. Then came disaster. The Missouri River inundated his property and liquefied his assets. Half a million unbaked bricks crumbled to mud and swirled away.

The Civil War was on. Stetson tried to enlist but was rejected because of his poor health. Penniless, he joined a dozen men who were bound for the gold fields near Pike's Peak, Colorado. During the 750-mile trek, the little band of latter-day Argonauts slept under the stars, but when bad weather threatened, they killed rabbits, beaver or coyotes and fashioned their pelts into crude shelters. Once, as they were getting ready to bed down for the night, one man complained, "Too bad there isn't some easier way of making tent cloth!"

"There is," Stetson said. "By felting."

Felting—a cloth-making process that dates back to at least 15 centuries before Christ—was mentioned by Homer and a number of other ancient Greeks. Although a strand of animal fur appears smooth to the naked eye, it is actually covered with scales. When clean fur is matted together, these scales interlock. If the mat is alternately dipped in hot water and squeezed, the furs lock tightly together, forming a material which is known as felt.

Rather than explain "felting" to his companions, Stetson gave a practical demonstration. Sharpening his axe on a rock, he shaved the fur off several hides. With a hickory sapling and a leather thong, he made a bow and began agitating the fur, keeping it in the air until the long hairs and dirt were separated. Then he sprayed water over the fur. In a few minutes he had a mat that could be lifted. This he dipped in boiling water. As it began to shrink, he deftly manipulated it, squeezing out the excess water until he had a soft blanket of felt.

To shield his face from the wind and sun, Stetson subsequently made himself a felt hat with a high crown and a wide, floppy brim. Until then, most Westerners wore Davy Crockett-style coonskin hats. They were warm in winter, but tended to harbor fleas and often were carried off by hungry dogs. Stetson's hat had no attraction for fleas or dogs—and protected him from the elements. Farther west, he peddled the hat for $5 to a bullwhacker returning from Mexico. It was the first genuine Stetson ever sold.

Stetson spent a year in the gold fields. He found little ore, but the fresh air and sun helped his consumption so that he could return to Philadelphia and re-enter the hat business. But Philadelphia was filled with hatters. Slowly going bankrupt, Stetson asked himself the question that turned his life around: "Why not sell hats elsewhere?"

Stetson remembered his trek to Colorado and the hat he had sold to that bullwhacker. If one Westerner liked it so much, wouldn't others? In 1865, he made a big $5 hat—a modified, natural-colored Mexican sombrero with a four-inch top and a four-inch brim, named it "The Boss of the Plains," and sent a sample to every hat dealer in the Southwest. Then he sat back to wait for the orders to pour in.

A week passed, then two. Just as Stetson was about to throw in the sponge, an order arrived asking for 12 hats exactly like the sample. There was another order the next day, and then the rush was on. In a few years, the Stetson was the best-known hat west of the Mississippi. Wealthy ranchers wore them. So did storekeepers, preachers and U.S. marshals. Low-salaried cowhands hoarded their pay for months so they could afford one. They never called it a hat; it was always a "Stetson."

Nor was the hat's popularity limited to the American West. At the end of the Boer War, General Baden-Powell ordered 10,000 for his South African police force. And the *Shorter Oxford English Dictionary on Historical Principles* still lists "Stetson" as a "slouch hat worn by Anzac soldiers."

When he died in 1906, John B. Stetson left a fortune of over $10,000,000. Today, nearly 4,500,000 Stetsons are manufactured yearly by the Stetson Co. and its subsidiaries; one department still devotes itself to turning out modern versions of "The Boss of the Plains"—up to $100 each. Some owners have worn their ten-gallons for 50 years.

Nowadays, most Western-style Stetsons are shipped pre-creased; at one time, however, practically all were sent out uncreased with flat brims, so they could be shaped to the owners' tastes. Styles in crown-creasing and brim-curling differ, and it is said that students of the West can tell where a man hails from by the shape of his Stetson. Not every ten-gallon Stetson is found in cattle country, however. New York City's late Mayor Fiorella LaGuardia wore one, as does President Lopez Mateos of Mexico. And Winston Churchill usually dons a broad-brimmed Stetson whenever he paints.

Perhaps the greatest tribute to Stetson's remarkable hat was paid by an unknown cowpuncher, and reported by W. C. Tuttle, a noted Western author. One Sunday morning, the cowboy rode into town wearing a derby. "It was a terrible *faux pas*" relates Tuttle. "The derby was knocked off his head and cruelly mistreated. Later, another cowboy picked up the wreck and squinted at the imprint on the sweatband. 'My God!' he gasped. 'It says Stetson. I bet it's a counterfeit. I'd just as soon think of a bow and arrow with the name Colt!' "

MISSILE ALERT

ONE OF THE LITTLE BOYS on your block may be the first man to land on Mars, and if there is anybody living up there it's a pity you can't warn them. —*Quote*

BRIDAL BRIEFS

FOLLOWING THE WEDDING CEREMONY, the couple was photographed as they left the church, and they were promised proofs in a few days. The large envelope duly arrived and was opened with great excitement. Inside were several studies of a baby lying on a rug and on the back of the pictures they read: "Please state clearly which size you want and how many."

—JEAN STILLMAN

A MOTHER WAS READING ALOUD to her young daughter and came across the phrase "blood, sweat and tears."

"You know where that quotation comes from, don't you?" she asked.

The little girl thought a moment and volunteered, "From the marriage ceremony?"

—SHIRLEY BROOKS

NO, NO!" EXCLAIMED THE MOTHER hastily as her daughter, a new bride, started to cover her pantry shelves with newspapers. "Use leftover wallpaper, brown paper, paper bags if you like—anything but newspaper!"

"But why?" asked the bewildered bride.

Replied the experienced housewife: "Do you want everybody to know when you cleaned your shelves the last time?"

—ROSE SEAFORD

DURING A DISCUSSION of my forthcoming marriage, my 11-year-old sister was disgruntled to learn I intended to wear my eyeglasses at the wedding.

"Well, you certainly don't need them," she told me. "Daddy will lead you down the aisle and Hugh will lead you back."

—MRS. HUGH T. SPENCER

IN TEACHING SHORTHAND and typing we make a great point of accuracy," boasted the head of the business school.

"And how about speed?" asked the prospective student.

The college head thought a minute. "Well, out of last year's class, 16 young ladies married their bosses within three months."

—MRS. JAMES ALBERS

BY SHIRLEY SEIFERT

The untold story of Tom Dooley

Exclusive revelations from his early days help explain this young doctor's monumental dedication to humanity

THOMAS DOOLEY, THE JUNGLE DOCTOR, is dead at the age of 34, not quite six years since he dedicated his life to the people of faraway Laos, because "they need me." Only six years—yet in this short span Tom Dooley seemed to be consuming a lifetime in one concentrated burst of blazing vitality. ■ The physical accomplishments of this frail man were formidable. At times he appeared to be in several places at once, toiling in his jungle clinic, barnstorming the U. S. to raise funds and recruit helpers, lecturing, writing books, and, through successively more drastic cancer operations, dying. His spiritual achievements, too, were heroic. By facing death unflinchingly, he gave courage to the suffering and won admiration from the hale; living his faith, he demonstrated that a human life is precious anywhere on earth and that we *are* our brothers' keepers; and he proved the potency of the individual in our mass-dominated world. ■ Tom Dooley living was a Roman candle, hurling bolts of flame across the dark sky of our Cold War times. Tom Dooley dead is already a legend. ■ No one could be indifferent to this intense, almost fanatical, crusader. He stirred up violent admiration, love, even dislike. For thousands he was an inspiration. Lighthearted playwright Jean Kerr was one. She said, "I cried when Tom Dooley died, because I'll never do anything good and hard like that." ■ Where did this strange, exciting figure come from? Where did he get the qualities to do "good and hard" things across the world? What was the source of his vitality? In the beginning nobody tried to guess what the future held for Thomas Dooley. Everyone was too busy dealing with him as he was. There would be in the quiet St. Louis neighborhood, for example, the sound of a child screaming in fury. ■ "Now, who and what is that?" someone might ask. "That? It's the Dooley baby. Can't abide a play pen and won't give in." Neither could he abide the bars of his crib. His father, an executive in a company that manufactured railroad equipment, repeatedly had higher crib rails made; but the boy—

who 30 years later wrote from a hospital in Hong Kong: "They've got me down, flat on my back . . . with plaster, sandbags and hot water bottles . . . but it took all three"—found a way to scale each new height. Missing from his bed, he might be found as far away as downstairs, busy at something he wanted to do right at that moment, something that could not wait.

TOM DOOLEY seems to have been born with a sense of urgency—lively and as hard to capture and hold as a drop of quicksilver. His gifts appeared early. One was music. He read notes before he recognized letters, played his first piano recital at five, made a concert debut in his teens. When he returned to the jungle in 1956, he took a small piano. From then on, every night outside his headquarters one could hear strains of Tchaikovsky or the sound of native voices struggling with the foreign words and harmonies of a song by Stephen Foster.

Tommy, small but nimble, freckle-faced, with large, blue eyes and winning ways, began his formal education in Our Lady of Lourdes parochial school. For his best friend, Tommy chose Patricia Morrisey, who lived nearby. Patsy was fond of doing embroidery, so Tom bought himself a set of hoops and a piece of work to match hers. It did not bother him when the other boys jeered. Criticism like that never troubled him. Later, when someone remarked on his ready skill with a surgeon's needle, Tom said he had learned quite young to set stitches.

It was also in partnership with Patsy that he undertook his first project of doing for others—filling baskets at Christmas and Easter for the children of the poor. His parents were delighted.

"Every time Tommy went out on a round of collecting," his mother, Agnes "Peggy" Dooley recalls, "he came back with his arms loaded. As young as he was, he could sell his ideas to other people."

In high school, Tom belonged to two dancing clubs and was one of the most popular beaus in St. Louis society. In addition there was his music, and, hand in hand with frivolity and the arts, his pursuit of the classics under Jesuit tutelage. He graduated from St. Louis University High School *cum laude* in 1943 at 16. And now the matter of a career came up. He announced his choice to the family: medicine.

His parents were not only surprised, they were dismayed. They doubted he had the patience to plug through the years it takes to get a degree in medicine. Nevertheless, Thomas Dooley entered Notre Dame University that fall as a premedic. At the end of a year, however, with his older brother at the front (he was killed in 1944, fighting the Nazis) and military age coming closer for himself, Tom wanted to enlist in the Navy's medical corps. For this, being 17, he needed his parents' consent.

"Let him go," Tom Senior decided. "He'll get a dose of the medical profession at its worst and that will cure him, if anything will."

Young Dooley was assigned to the

naval hospital at St. Albans on Long Island, New York, with the rating of pharmacist's mate. He had charge of a ward of wounded, and what he saw aroused his deep compassion. Soon he was spending all his pay on treats for the "boys."

"What'll it be this time?" he asked one evening, before setting out for shore leave in New York. "What can I bring you from the big town?"

"HILDEGARDE!" someone shouted.

"Why not?" Tom Dooley laughed and shoved off.

The singer was then at the height of her career, entertaining crowds nightly in an expensive supper room. Tom went directly there. His service uniform won him access to the star's dressing room, and his charm did the rest.

The next day Hildegarde appeared at the hospital. The commanding officer received her with unction and volunteered to escort her to the ward.

"Oh, no!" she said. "My appointment is with Pharmacist's Mate Tom Dooley." She would not stir until he was summoned to walk down the corridor with her, backed by all the brass in the place.

"Rank doesn't scare me very much," Tom said later, in one of his books. And it didn't. He never hesitated to approach anyone, high or low. Once on leave in St. Louis in the summer of 1945, he suggested impulsively to a sailor friend, Bill Miller, "Let's go see Archbishop Glennon!"

For the better part of an hour the surprised prelate talked with the two sailors, asking about their families and life in the Navy. He took them to the door himself. When they were halfway down the steps he called after them.

"Tawm! If you are ever in Rome, do drop in on the Pope."

Years later, Dooley did just that. But first he finished his Navy hitch in the Marine Corps, and in 1947 returned to Notre Dame to complete his premedical studies. And now impatience showed. Time spent in class seemed to him unwarranted delay in his advance toward the goal he had set. Before he had his degree, with only a record of high grades and a letter of recommendation from the president of Notre Dame, he was back in St. Louis asking to be admitted to the Medical School of St. Louis University. After some debate, the rules were waived and he was admitted.

It is rather hard to evaluate Tom Dooley's record as a medical student. By conventional standards he did not show much real promise. In the beginning he suffered a bad shock. His father, apparently in robust health, died without warning of a heart seizure.

"Tom and his father did not always see eye to eye," Peggy Dooley says, "but he felt the loss deeply." One result of this loss was a gain in depth of tenderness in the relationship of mother and son.

Of the student interne's sojourn in St. Louis, the Sisters at St. Mary's Hospital like best to speak of young Dooley's tenderness in the children's ward. He had always a special compassion for children. "They come," he wrote later from Laos, "with the sweetness and beauty of kids all around the world. To care for them is a wonderful thing."

It was with a shoe box of religious medals under his arm—for the Sisters of St. Mary's Hospital in St. Louis—that Tom finally dropped in on the Pope. One summer he took a student's tour of Europe. In Rome, the president of the Roman Catholic American College arranged for him to join a small group being presented to Pope Pius XII.

In a small anteroom of the Vatican the Pope moved down the line of kneeling visitors, addressing a few sentences to each in his own language and giving the blessing requested. Then he came to Tom Dooley and the shoe box.

"What is this?" he asked in gentle surprise.

Tom gave his name and explained about the medals and a rosary or two.

"St. Louis?" the Pope said. "I know St. Louis. I've been there."

The Pope went on then to ask what Tom was doing at present, about the hospital, just being built when he had visited America, then moved on. With the last blessing said, it was time to adjourn to the general audience; but it seemed to Tom, watching closely, that His Holiness was tired, a little uncertain in his steps. He knew he must not presume to touch a Pope, but he did venture to step forward and put out his right arm. Pope Pius took it. More than that, he clung to it all the way out into the great hall. And that was how Tom came back to his friends, a shoe box under one arm, the Pope on the other.

Doctor Dooley's friends insist there was never anyone who enjoyed more the material blessings of life, swimming, riding, dancing.

He always showered his dates with flowers and attention. But it was never a lasting choice.

"I'd like a houseful of kids," he told his mother, "but I don't seem to want a wife."

What wonder his schoolmates dismissed his future with a shrug! At best, they thought, he'd end up to be a popular "society doctor." Even the paraplegics from local clinics and charity wards for whom he organized outings may have thought the same. The cars Dooley's socialite friends provided were distinctly "posh." This project grew to be such a circus that it threatened to disrupt and overturn other schedules, including the studies of Thomas Dooley, and the Medical School faculty ordered it stopped.

Tom was equally interested in Father Dunne's Newsboys' Home for waifs of the streets, many of them with reformatory records. When Tom finished medical school and rejoined the Navy, he left four graduates of this home strict orders

"A wilder storm of peace gathers in my heart . . ."

to look after his mother. Scrubbed, in clean but patched blue jeans, they called one evening at Mrs. Dooley's elegant apartment, and introduced themselves. They had come up on the freight elevator, knowing the doorman out front would not admit them.

"He was a nonconformist," Peggy Dooley says. "That made trouble for him in school; we couldn't be sure how things would turn out."

They turned out all right. In 1953 Tom took his medical degree, reentered the Navy, and in the fateful summer of 1954, found himself aboard the U.S.S. *Montague*, bound for Haiphong, Indochina, to help the French evacuate refugees from communism.

Six hundred thousand people, suffering from every sort of pestilence, starving, many mutilated by their Communist conquerors, passed through Haiphong, where four medical corpsmen and Dr. Dooley tried to cope with the human flood. When the Communists closed in, Dr. Dooley, 60 pounds under his normal weight of 180, was ordered home.

Traveling slowly homeward, he found in the comfort and security of his beloved America both reproach and opportunity. A purpose formed and hardened in him: to go back to help the poor, to heal the sick, to stop the spread of communism among the ignorant and oppressed. . . .

While he was still in Hawaii, a brother officer had said to him, "You're so mad at everybody and everything, why don't you write a book and get it out of your system?"

So Tom Dooley wrote *Deliver Us From Evil*, basing it on letters he had written to his mother and on his own notes and recollections. Soon hundreds of speaking invitations poured in. He was an able public speaker and fluent in French, Italian and a number of Asian dialects.

The opportunity to do more was overwhelming. He asked for help, in money, supplies and volunteers, to set up a medical mission in Southeast Asia. This meant leaving the Navy, but first he talked things over with his mother.

"What would you say," he asked, "if I told you I was going back to Asia?"

Once more Peggy Dooley was stunned, but she met the challenge bravely. "Son," she said, "it is your life. It won't be easy; but if this is what you think you must do, why, you must, that's all."

So, in 1956, together with three of his original medical corpsmen, and whole shiploads of privately donated supplies transported by the Navy, he set up a hospital at Nam Tha near the Chinese border of Laos, where again he counted patients by the thousands, including escapees from Red China.

But Tom Dooley still was not satisfied. In 1957 he was back in America with a proposal for a world-wide organization which would send out medical teams to backward parts of the world. The result was MEDICO, Medical International Cooperation. A very happy Dr. Dooley returned to Laos as the head of one unit. And there, at a new base in the mountain country, illness struck. It was *melanoma*, black cancer.

Operations stayed the inevitable end long enough for him to carry his message to millions of Americans in lectures and writings. And he had time for a last restful visit with his mother. She was with him 18 months in New York when he died, one day after his 34th birthday.

"I have monstrous phantoms," he wrote from Hong Kong during his last illness. "Inside and outside the wind blows . . . but there are times when the storm around me does not matter. . . .

"A wilder storm of peace gathers in my heart. What seems unpossessable, I can possess. What seems unfathomable, I fathom. What is unutterable, I can utter. Because I can pray, I can communicate. How do people endure anything on earth if they cannot have God?"

It may be that such words explain young Tom Dooley better than any outsider could. He has come home now to St. Louis for the last time. What was mortal of him lies in beautiful old Calvary Cemetery on West Florissant Avenue. It seems impossible that his memory can ever die.

Money Anyone?

Could you use more money next month—or, for that matter, every month of the year? Without leaving your home you can serve as a community representative for Coronet, Esquire and *all other magazines.* We will immediately authorize you as one of our 15,000 representatives. No investment needed.

MAIL THIS COUPON TODAY

Jim Foster, Coronet Subscription Agency
Dept. 341, 488 Madison Av., N.Y. 22, N.Y.

Please send me, without obligation, complete details of your magazine program, and my *free* Sales Supply Kit.

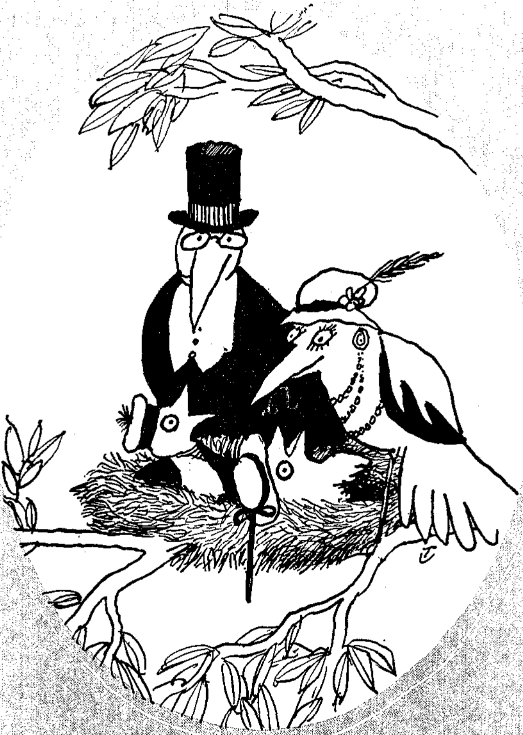
Name

Address

City **State**

Simply offer your friends and neighbors their favorite magazines at lowest prices—saving them up to half the usual rates. Keep an immediate cash commission on every sale. We supply you *free of charge* with circulars and folders to make order taking easy, plus prizes and cash bonuses.

FACTS FOR FAMILIES section



More — to help you live better for less!
Learn how to dress in style on pennies;
steer clear of family legal pitfalls;
raise extra funds for your favorite cause

MONEY-WISE

CUSTODIAN ACCOUNTS: children in the stock market

Providing for youngsters' futures by giving them common stocks is becoming increasingly popular.

Many parents have wanted to do this in the past, but were stymied by legal difficulties. These have been eased recently by all 50 states passing laws establishing "custodian accounts."

A custodian account is quick and easy to set up. You register stock in your name as custodian for the benefit of your child. As custodian, you can buy stocks for the child's account or transfer stocks you already own into the account. You can also sell securities in the account and reinvest dividends or capital gains for the youngster.

Only, as custodian, you can't buy stocks on margin or speculate wildly. When the child reaches 21, the property in the account is turned over to him.

Setting up a custodian account offers important tax advantages. Income from securities is the youngster's, taxable to him. This usually means a low tax or none.

Generally, dividend income up to $724 a year in a custodian account will be free from Federal income taxes. The child gets the $50 exclusion on dividends, the normal ten percent standard deduction and the $600 personal exemption. He has to file an annual return.

Although the parent is custodian of his child's assets, he retains his $600 dependency exemption for the child as long as the latter is under 19 or a full-time student.

TRAVELERS' TAX-FREE TREASURES: coming & going

Here are two money-saving tips for your next trip abroad.

1. YOU CAN ORDER FIVE FIFTHS of top brand Scotch, bourbon or Canadian whisky for $17, or five of gin for $15, by mail, and have it delivered to your home on your return. You are permitted to import one gallon of liquor duty-free once every 31 days if you have been abroad over 48 hours; however, make sure your state laws permit it. Your travel agent can give you the names of companies offering this service. Cost includes liquor, delivery to your home and insurance.

When you leave the country you take an order form with you and mail it and your check to the firm offering the service. The mail order *must* bear a foreign postmark. When you return, you declare the liquor at customs and tell them it will follow.

Fill out Customs Form 3351 and send it to the mail-order firm.

Figure delivery time at about six weeks from the date you return.

2. A BREAK FOR TRAVELERS planing from the international airports at Miami and New York are the special stores that sell tax-free liquor, cigarettes and perfume to take out of the country. On liquor this means savings of 50 percent or better; on cigarettes, you save as much as $1 or more a carton. You order the merchandise at the airport. It is delivered to your plane steward, who gives it to you on board. You can use the merchandise yourself or as gifts overseas. You are not charged with the weight.

However, make sure you don't exceed the allowances of these goods you are permitted to bring into the countries you are visiting.

PUTS AND CALLS: low-risk stock gamble

A growing number of stock-market investors are using special stock contracts called "puts" and "calls," which give them the opportunity to make sizable profits while limiting possible losses.

A "call" option gives the buyer the right to *buy* 100 shares of a given stock at a specified (usually close to the market) price for a 60, 90-day or six-month period. A "put" option gives the right to *sell* a specified number of shares at a set price within a 30-day to six-month period. Most of the business of put-and-call options is handled by some 30 members of the Put and Call Brokers and Dealers Association and the contracts are guaranteed by member firms of the New York Stock Exchange. Price of the put or call contract depends on current market price of the stock, length of the contract and the stock itself.

A put or call can be obtained through a put-and-call dealer or through a stock broker.

Here's how a person would utilize a "call" to make money. Suppose Company A is selling at $50 a share and an investor feels that the stock could go up $10 or more in the next six months. Yet, he doesn't want to invest $5,000 in 100 shares of the stock, take the risk his judgment is wrong and lose much of his $5,000.

So instead of buying the stock the investor buys a "call" on 100 shares of the A stock, permitting him to buy it any time in the six-month period at $50 a share. He pays $300 (equal to a three point rise) for the call contract.

If the stock goes to $60, the investor exercises his call and buys the 100 shares at $50, then sells them at $60. He has made $1,000, less brokers' commissions and the $300 he paid for his call.

If the stock stays at $50 or goes down, the investor lets the call option lapse, and loses his $300.

A "put" option works like this: Company B stock is selling at $50 a share and the investor thinks it will soon drop. For $300 he buys a put option which permits him to *sell* 100 shares of Company B stock at $50 a share any time in the next six months. If Company B stock sinks to $40 a share in the market, the investor would buy 100 shares of the stock for $4,000. He would sell them for $5,000 by delivering the stock against his put contract.

His profit would be $1,000, less commissions and the $300 he paid for the put option. If the price of Company B stock does not decline, the investor would let his put option lapse and lose his $300.

JUVENILE INSURANCE: buy for baby

In recent years, juvenile life insurance—covering the lives of children under 15—has grown greatly. Today, nearly one-third of all life insurance policyholders are children.

Some of the policies are small— $250, $500 or $750—to cover possible death expenses. A growing number of larger policies are being bought by parents to launch their children on thrift programs at an early age or to establish a low-cost insurance program their youngsters can afford when they get older.

At infancy (under one year), the typical annual premium per $1,000 worth of straight life insurance is about $11.50; at age five, $12; at nine, $13; at 15, $14.75; at 20, $17 and at 25, $19.

Many parents purchase limited-payment policies through which the policy is paid up, in, say, 20 years. This gives a youngster, when he reaches adulthood, a paid-up policy.

A popular policy is the "jumping juvenile." This policy is usually written in $1,000 units on children from birth up to age 14. When the child reaches 21, the policy value multiplies five times without further medical examination or increase in premium. This type of juvenile insurance costs more but builds up cash values rapidly.

The "jumping juvenile" assures the insurability of the child at age 21, as well as providing him with a substantial base of insurance.

The annual premium of a typical "jumping juvenile" on a five-year-old child is $50 per $1,000 compared to $12 under a conventional juvenile policy. At age 21, the coverage jumps to $5,000, but the premium stays at $50, compared to about $95 for a conventional $5,000 policy bought at 21.

A conventional policy on a five year old would cost $190 in premiums by 21 and have a cash value of about $115. The "jumping juvenile" policy bought at age five would cost $800 by 21, but would have a cash value of $750.

One caution on juvenile insurance: experts advise parents not to buy such policies unless the breadwinner of the family is adequately protected. Adequacy means that his insurance coverage should equal at least four to five times his annual income.

SOCIAL SECURITY CHANGES: broader benefits

Some important changes in the Social Security Act went into effect last year that may mean dollars in your pocket.

DISABILITY PAYMENTS. Until now, severely disabled workers covered by Social Security had to wait until age 50 to get disability insurance benefits. Now, a severely disabled worker covered by Social Security can draw benefits for himself and his dependents (wife and children) at any age.

If you are a severely disabled worker under 50 and have never reported your disability to Social Security, check with your local Social Security office. If you paid Social Security tax for at least five out of the ten years just before you became disabled, you should apply for benefits.

MORE LEEWAY ON EARNINGS. Under the old law, anyone under 72 who collected Social Security lost one month's benefit for each $80 or fraction of $80 by which his earnings went over $1,200. If he earned $1,400, for example, ($200 over the limit) he could lose three monthly checks. If his wife was entitled to benefits on his Social Security account, her benefit also was withheld.

Now, a Social Security pensioner who earns $1,200 to $1,500 will lose $1 in benefits for each $2 over $1,200 earned. A beneficiary who earns $1,500 will lose $1 in benefits for each dollar earned in excess of $1,500. The person who makes $1,400, for example, will now lose only $100 in benefits.

PARENTS' COVERAGE. Parents who work for their sons or daughters outside the household are now eligible for Social Security.

FASTER COVERAGE. Under the new amendments, most people can get Social Security coverage more quickly. Many older people who did not qualify under the old law will now be eligible for payments. Anyone who has been told in the past he did not have enough credits to qualify, should get in touch with his local Social Security office now to see if he is eligible.

A BIRTH CONTROL PILL FOR DOGS

BY LESTER DAVID

To what should certainly be the undying gratitude of millions of dog owners, science has come up with the answer to one of the most vexing of canine problems—how to keep the female from regularly producing litters of unwanted puppies.

The solution is the world's first oral contraceptive for dogs, making unnecessary the technique known as spaying (rendering the female permanently sterile through surgical removal of her reproductive organs) and such stopgap measures as locking up your dog or trying to scare away her ardent suitors by pelting them with rocks or buckshot.

The contraceptive is a drug called Prodox, available as a sweetish-tasting milky liquid or as a small, white pill. Either way, the drug can keep a female dog out of heat and, consequently, puppyless.

At a West Coast dog track, for example, when the heat periods—those times in the year when the female accepts breeding by the male—were interfering with the racing effectiveness of the females, Dr. Raymund G. Vernon, a veterinarian, put 97 greyhounds on the drug over a five-month period. When the results were tabulated, Dr. Vernon reported that out of the 97 racing hounds, heat was prevented in 95.

The new drug works by playing a kind of biological trick on the dog. Its action centers around the remarkable process of canine heat. Termed "estrus" in veterinary medicine, heat lasts approximately 21 days, usually occurring twice a year. The female attracts males over this entire span, but will accept breeding only during a period of four to 13 days. Heat is marked by an increased flow of the sex hormone estrogen in the female's body.

These secretions cause a number of major temporary changes: they prepare the female's body for a litter by relaxing her entire reproductive tract; they increase certain mucous secretions that at-tract the male dog; they also give the female a mating desire.

When a female dog nears pregnancy, another hormone called progesterone is secreted by her glands. This hormone prepares her for the state of pregnancy, nurturing the fertilized egg and helping to carry the fetuses through the full term.

When a female dog is not in heat her ovaries are small and inactive. Giving Prodox keeps the ovaries this way. As a result, the female doesn't go into the cycle and secrete the hormones which bring on estrus with its vaginal changes, mammary changes and particularly the behavioral changes which result in the female attracting and accepting males.

The new drug, created by The Upjohn Co. of Kalamazoo, Michigan, achieves these results through the action of a synthetic progesterone which exerts the same dampening effect on animal heat as the natural hormone—only it doesn't wait for pregnancy. By providing an extra supply of progesterone it deludes the body into acting as if pregnancy already existed. When given before heat, the drug can prevent the phenomenon from occurring by overwhelming the estrogen and counteracting its effects. While this might seem a mean trick to play on man's best friend, the fact is unwanted heat has been a perennial headache to owners of female dogs. Veterinarians point out that heat and all that goes with it, especially male dogs, is the No. 1 reason for the historic popularity of the male over the female as a pet.

Too, hunters complain that females in heat not only lose much of their own skill, but distract the male dogs in their work.

Given Prodox, female hunting dogs have retained their effectiveness in the field. Treatment of other breeds of dogs has been equally successful. In Corpus Christi, Texas, for example, Dr. J. Marvin Prewitt of the Brandes-Prewitt Animal Hospital administered Prodox to two dachshunds for fully 16 months each, a mixed terrier for nearly a year, a boxer for eight months and a German shepherd for almost as long. Other breeds included Weimaraner, basset and Chihuahua. The result: none went into heat.

In Birmingham, Michigan, a dog's life was saved, thanks to the new oral contraceptive. Dr. Richard Huff reported that because a Caesarian operation had left a dachshund with a hernia and a weak abdominal wall each succeeding heat period placed the dog in greater peril. Dr. Huff put the dachshund on Prodox, keeping her out of heat for 400 days. The dog's general health improved markedly and she actually gained two pounds.

Here are questions owners of female dogs may have about the new drug, and the answers:

Q. Can anyone buy it?

A. The medication is available from a vet or on his prescription.

Q. When should it be given?
A. Timing is extremely important. It should be given at least 30 days before the animal comes into heat, and administered continually.

Q. How can a dog owner tell when his pet is approaching heat?
A. There is no infallible method. Keep a record of previous heat dates and thus make your computation. You can combine this with evidence from laboratory tests made by a veterinarian.

Q. What happens when you stop giving the drug?
A. Heat will follow within one week to several months. Dogs have been kept out of heat for as long as two years on a daily dose, with their ability to reproduce remaining unimpaired.

Q. Can the drug be used when the animal is already in heat?
A. So far, it is recommended only as a preventive, although there is some evidence that higher doses under these conditions may work.

Q. Is it true that heat periods come in the spring and fall?
A. This is a popular fallacy. Season is not a controlling factor.

Q. How do you give medicine to a dog?
A. Liquids are generally mixed with food. You can give pills by placing them in foods the dog especially likes. Or place the tablet in the rear of the mouth over the base of the tongue. This stimulates the swallowing mechanism. The trick is to get it over the hump of the tongue. To avoid getting bitten, squeeze the dog's cheek in between the teeth, using your thumb and one finger. He won't bite his own cheeks.

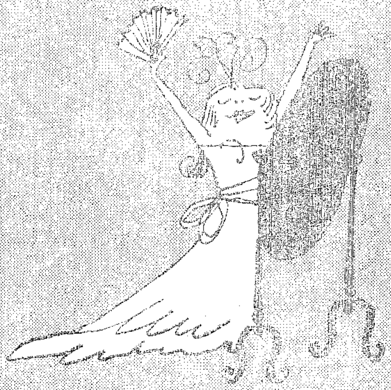
Q. How much of the drug should you give?
A. It depends on the animal's weight. Your vet will prescribe the dosage.

Q. Can this drug be used on other animals besides dogs?
A. While this is not recommended, the drug has been used successfully with cats. Also, studies with other animals are being made.

Q. How much does the drug cost?
A. The average estimated retail cost for the treatment of a 25 to 30 pound dog is 15 to 20 cents a day covering liquid and pills.

Q. Does the drug work the same as the oral contraceptive for humans approved by the U.S. Food and Drug Administration?
A. No. There are some marked differences. Prodox is a synthetic hormone which suppresses ovulation; the male sperm is never introduced because the hormone causes the female to reject mating. But the human drug, Enovid, acts by preventing ovulation, the release of egg cells during the menstrual cycle that can be fertilized by the male sperm. There is neither a diminution of desire nor a withholding of intercourse. Prodox is *not* an effective contraceptive in humans.

LOOK LIKE A MILLION— ON PENNIES



BY JOAN RANSON SHORTNEY

You can look like a million dollars, spending no more than pennies on your clothes. The secret: take a little time to do things most people pay to have done and learn to shop wisely.

One day, the wife of our apartment house superintendent asked me if I'd buy a black street dress. "It's too tight for me," she said sadly. I tried it on. It fit me perfectly. It was beautifully made, surpassing all my clothes in workmanship. "I love it," I said, "but it's too expensive. . . ."

"Expensive?" she countered. "It's secondhand. I'll sell it for what I paid for it—35 cents at the Salvation Army store."

Thus began my acquaintance with that fine organization's used-clothing sales. Luck varies and it pays to drop in regularly. I've picked up a wool dress for 50 cents, riding boots for $1, and for 75 cents enough splendid gray Oxford cloth to make a suit. Church bazaars, rummage sales and auctions are other good sources.

When you buy secondhand you must rely on your knowledge of materials, but when you buy new, be sure the garments have labels and that you read them to determine quality and for cleaning directions. The fabric is but part of the garment's worth. Check seams. Is the thread matched to the suiting? Is it colorfast? Dress seams should be at least a half-inch wide and should be pinked or bound to keep from raveling. Hems should be deep enough to allow for shrinkage or change of styles.

From: **How to Live on Nothing.**
© 1961 by Joan Ranson Shortney.
Published by Doubleday and Company, Inc.

Don't be afraid to make your own clothes. You'll have better quality clothes for the money you'd have spent on cheap ones. You can save money and get better quality in men's clothing, too, by making shorts, pajamas, etc., and by doing the simple adjustments and repairs for which tailors sometimes charge disproportionately.

It's sheer extravagance to discard a garment of good material because the style changes. Remodel it! Reverse a faded garment. They did this in Grandma's day, not once but many times. Slips can be lengthened with lace insertions or can be made into petticoats by slicing off their tops and inserting elastic into the new waistline hem. Sometimes an old blouse responds to new buttons. Refurbish old cloth belts by removing worn backs and relining them with grosgrain ribbon.

Men's shirts worn at collars and cuffs can be renewed if you turn the collars and turn and hem the cuffs. Replace worn-out collars with new ones, which you can buy or make out of the shirttail.

For invisible darning, use hair from the head of a friend or member of the family whose locks most closely match your woolens—gray hair for gray, etc. Hair is very strong. Use a fine needle. Give your mend added strength by reinforcing the underside of the material with a piece cut out of a discarded nylon stocking.

Make worn-out garments have a new lease on life in other guises. The back of a shirt can be made into an apron, and worn shirts can be made into pajama tops by sewing up the front and cutting out and hemming a V-neck and short sleeves. Make a blouse from an old dress; or a bathing suit, if the dye and material will take immersion in salt water. Cut off tops of old nylons and run elastic through them to make peds. Make children's clothes from cut-down larger garments.

The repairs can add up. Replace worn rubber heels on men's shoes at one-fourth the cost of a shoemaker's charge. Repair worn-out inner soles with pieces cut out of an old felt hat.

I retrimmed an inexpensive milan straw pillbox hat every year. I reblacked the faded straw with shoe dye to keep it a dull black. One year I covered the crown and brim with white fishnet so the black showed through the white. When the height and shape of pillbox crowns changed, I swathed my pillbox to hide its inward slant on top with white tulle.

Other accessories can be made at home. I have a pretty belt made out of furniture upholsterer's webbing lined with a strip of checked gingham and blanket-stitched with colored yarn along its edge. A painted wooden buckle is the fastener; flowers and French knots embroidered in colored yarn adorn the belt. Such handwork is expensive to buy, yet takes only pennies to make. I have made cinch belts out of elasticized belting from the dime store.

Pocketbooks and purses are easy to make out of pieces of carpeting or heavy woolen over a cardboard form padded with cotton batting. Line the piece before sewing up the sides. Or crochet or sew a drawstring bag; or buy a small straw basket, line it and fix a strap fastener. If you make your clothes, have bags to match, using left-over material. An old fur jacket can be cut up to make a smart bag and matching hat. Cut fur from the pelt side with a razor blade. Dye faded fur with hair dye.

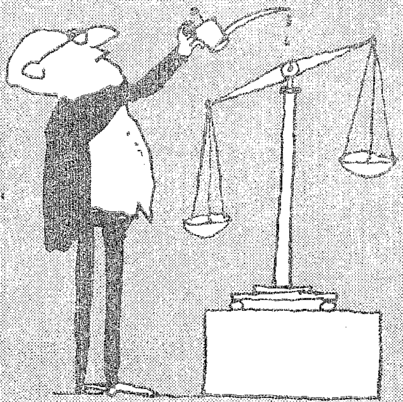
You can't make stockings, but can make them wear longer by wearing gloves when you put them on. I've made many a "pair" of nylons out of odd old ones by using the stocking dye remover and then the stocking dye to recolor them.

Buttons make beautiful earrings. I converted Marine Corps buttons by cutting off the shanks and gluing an earring back to each.

Take care of your clothes. Air them to let body heat leave them before hanging. Brush them before putting away in closet. Hang heavy clothes squarely on wooden hangers; button jackets. To make wire hangers for trousers, use cardboard from a paper towel roll slit up the side to slide over the cross bar of the hanger. Try this same idea for a nonskid tie rack. Before putting clothes away, look them over for spots. Successful spot removing depends on how soon it is done after spot occurs. Know your cloth's make-up and whether it washes. Use cold water if the stain is nongreasy and the cloth washable; carbon tetrachloride if the stain is a greasy one. You can use benzene, white gas, etc., over and over. Keep them in jars with tight covers; let the dirt settle to the bottom, then pour clean gas off carefully. Use stale bread to clean a felt hat, fine sandpaper to remove spots on felt.

Alternate clothes and shoes from day to day to let wrinkles fall out and perspiration dry. Garment bags keep dust off clothing. Make them out of old draperies or remnants, using old bags as patterns and their frames and zippers for the new bags. Avoid habits—such as loading pockets—that make clothes bulge and sag.

To dye old clothes to new character, start with good commercial dyes until practice makes you adept. Then try natural materials—flowers, bark, weeds—that grow in the fields and woods, materials that yielded the beautiful, soft colors our ancestors used. They made orange and buff dyes from the bark of barberry roots, coreopsis and dahlia flowers, onion skins and lichens; yellow from apple bark, aster, marigold and goldenrod. For instruction booklet on dyeing with natural dyes, send 20 cents to the Superintendent of Documents, Government Printing Office, Washington 25, D. C.



GIVE YOURSELF A LEGAL "CHECKUP"

BY MORTON YARMON

Just as your doctor and dentist urge you to visit them at least once a year for a checkup, now lawyers suggest that you get an *annual legal checkup*.

There's good sense behind this. For just as preventive medicine and dentistry save you money and keep you healthy, so an annual visit to your lawyer may help prevent expensive losses and law suits.

The legal checkup, as state bar associations are beginning to promote it, is much like the physical checkup you get from your doctor. First, your lawyer takes your legal history, just as your doctor starts with your medical history. Next, the lawyer analyzes your present legal health to see if you are subject to law suits, complaints from government, etc.

The parallel continues even to the final step, when the doctor prescribes medicine, diet or surgery. The lawyer may recommend certain steps aimed at avoiding legal troubles. This, of course, is the real purpose of the program.

To help expedite such checkups, bar associations in various states have prepared questionnaires for you and your lawyer. Your answers give a "legal profile." You also are asked to show certain papers to your attorney to be sure they are legally in order.

Even if the campaign for annual legal checkups is not being pushed in your state, you can go to your lawyer and tell him you would like to have one. To help you, CORONET has adapted the questionnaire prepared by the Junior Bar Section of the Florida Bar:

PERSONAL AFFAIRS

VITAL STATISTICS

1. Do you have birth and marriage certificates at hand covering you, your spouse and children? If so, where are they kept?

2. If you have been previously married, give the dates of such marriage or marriages and how terminated. If terminated by divorce, do you have a copy of the final decree? Is child support or alimony required under its terms? If so, are the payments up to date? Has your former spouse remarried?

LIABILITIES AND INSURANCE

3. List the company, type and amount of all insurance policies held by you, including fire, personal liability, life insurance and automobile insurance.

4. Who are the beneficiaries of the life insurance policies that you carry?

5. Does the named insured in your automobile insurance correspond with the title holder of your motor vehicles?

6. Have you or any member of your family been involved in an accident, the liability of which has not been settled or determined? Is any negligence action now pending? Give details.

TAXES

7. Do you have copies of your tax returns for the last four years?

8. Do you keep proper documentary evidence to substantiate deductions claimed on your returns?

9. Do you file personal property tax returns with the county and city tax assessors?

10. Do you employ any persons in your home, either part-time or full-time? If so, have you checked to determine if you are subject to filing Social Security returns on their employment?

11. Are all ad valorem property taxes, both city and county, paid on all real estate that you own? Do you have official receipts?

VETERAN'S INFORMATION

12. Are you a veteran? Have you thoroughly investigated your rights under the various veterans' benefits acts?

13. Do you have a service connected or nonservice connected disability? Are you receiving disability allowance or pension?

IMPORTANT DOCUMENTS

14. Do you have a safety deposit box? If so, with what bank or company? Where is the key to it kept? Who is authorized to enter the box?

15. If you do not have a safety deposit box, where do you keep your important documents (including stocks and other securities)? Is this a safe place with regard to fire and theft? Do other persons have access to it?

16. Give the name of a person or persons who would have complete information on all your affairs, your assets and liabilities, in the event of your death or serious incapacity.

REAL ESTATE

17. What real estate interests, including mortgages and leasehold interests, do you have? In whose name are they held?

18. What was the cost or value on acquisitions of the land and of the improvements? Do you have records to substantiate this?

19. What improvements have been made since acquisition, and their cost? Do you have records to substantiate this?

20. How was your real estate acquired—by gift, devise, inheritance or otherwise?

21. Have all instruments pertaining to your real estate transactions been recorded?

LEGAL STEPS

22. Has the property acquired been surveyed? Have you examined the location of stakes put up by the surveyor?

23. Has title to all properties owned by you been examined or insured? If insured, has the policy been examined by your attorney? Do you know what the zoning and restrictions are?

24. Have you all deeds, mortgages, notes, abstracts, insurance policies and closing statements on your real estate closings? Are these available for your immediate possession and control?

25. Has your real property been assessed for taxation by proper description?

26. Are you completing or do you presently have any construction of improvements under way?

PROBATE AND ESTATE

CHANGES IN FAMILY NEEDS

27. Have you made a will?

28. Have you married or remarried or been divorced since you executed your last will?

29. Have you acquired any new children or grandchildren by birth or adoption since your last will?

30. Have any of the beneficiaries named in your last will died?

31. Has your spouse executed a will? If so, is it in harmony with the estate plan in your will? If not, have you considered the possibility of simultaneous death and other possible reasons why he or she should execute a will?

CHANGES IN PROPERTY

32. Furnish a schedule of all present assets and liabilities so that it can be compared with the schedule furnished at the time your last will was prepared.

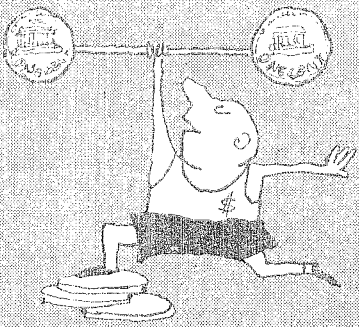
33. Have you acquired any substantial business interest or other substantial assets or properties since your last will?

MISCELLANEOUS

34. Have your residence and post office addresses changed since your last will?

35. Are the executors or trustee nominated in your will still available and capable of serving?

EIGHT FUND-RAISING IDEAS



BY MAX GUNTHER

Is your church, civic or social group planning a fund-raising campaign? You can make it pay even greater dividends by trying something different from those tired, old stand-bys: bake sales, rummage sales, suppers, bridge parties.

First make certain to find out how many other organizations are also trying to raise cash and be sure not to schedule your drive so that it conflicts with any other. Then consider the following pre-tested ideas that other amateur fund-raisers have been successful with in recent years.

1. ANTIQUE AUCTION. This has netted the Congregational Church in Wilton, Connecticut, from $3,500 to $5,000 every August as the main attraction of the locally famed "Yankee Fair." Throughout the year, church members seek out and buy antiques, using money from a special fund set up by the church. The members clean and refinish the antiques, restoring them to top condition. They exhibit the antiques for two days before the sale. They then hire a professional auctioneer to preside over the bidding. Energetic publicity work—announcements to newspapers, dealers and collectors—lures buyers from towns more than 100 miles away.

2. PLANT SALE. A sure-fire money-raiser for early spring through early fall. Group members buy packets of seeds, sow them (indoors if this is to be a spring sale) and raise seedlings. Other members start earlier and have mature plants ready by sale time. A packet of seeds might cost anywhere from ten cents to 50 cents. But with a little care, even an amateur can grow as many as 20 healthy plants. These can then be sold at a handsome profit—especially if a local florist or nurseryman lends a hand. They usually will, in return for the publicity they get.

(*Caution:* some plants—roses, for instance—are patented. It is illegal to raise and sell them without a license. Most states have laws to prevent the spread of plant diseases. Thus it is wise to ask your florist about Federal and state laws governing the sale of plants.)

3. TOWN NEWSREEL. Movies generally draw a big crowd. Most fair-sized towns have film libraries and from them you can rent—or sometimes borrow rent-free—anything from old feature films to travelogues. However, there are tricky legal questions involved in showing such movies for money. Thus, many libraries discourage the practice. So you'll be wise to check with the copyright holder of each movie.

Or you might like to try an idea used by a California civic group: a community newsreel. Throughout the year, group members with movie cameras are on the spot covering town events such as dances, Little League games and church picnics.

Once a year all the films are collected, and townspeople pay admission to see the show. Since almost every citizen looks forward to seeing himself at some point in the newsreel, it draws a full house.

4. COMMUNITY BOOK. A charity organization in Ridgefield, Connecticut, collected favorite recipes from each of 600 townswomen. Then the group published the recipes in a slim volume entitled *The Ridgefield Cookbook.* It sells for $2 in local stores and inns, which collect the money without any commission. The book has proved so popular with town residents and visitors that it is now in its second printing.

Your group could profit from the same idea—if not a cookbook, then perhaps a town yearbook, a town history, a garden book with hints about your region's soil composition and special gardening problems, or a book dealing with something else *specifically* intriguing to your neighbors.

5. CHRISTMAS SHOP. The Trinity Episcopal Church in Wilmington, Delaware, rents space in a local building, where it operates a Christmas gift shop.

It offers fine merchandise, not white-elephant items. Stalls in the shop represent local and nationally known gift houses and merchants. Since the shop's activities are well publicized and are an annual event, Christmas shoppers pour in from far and wide.

6. "OUTGROWNS" TRADE. Children notoriously outgrow their clothes long before they wear out. Some of these items are just as useful secondhand as new. Among them: winter jackets, rubber boots, mittens, sweaters. As a consequence, some churches and civic groups have cashed in on this idea with an "outgrowns" trade. You can do likewise. Start by asking your group members to donate outgrown clothes still in good condition. This collection is your initial capital. Then invite townspeople to come in and trade.

A mother may come in with, say, a pair of Size 2 boots that no longer fit her youngster. She may swap them for a Size 3 pair, paying 50 cents for the service. Or, if she has nothing to trade and wants to buy outright, sell her the boots for $1 or so. Either way, clothing her child for the winter costs far less than it would ordinarily.

This kind of trading, of course, is best suited for heavy-duty play clothes that don't require careful fitting. But if you can stock up enough trading items to cover all size ranges, you could extend the sale to other costly, quickly outgrown clothing such as overcoats and boys' sport jackets.

7. CHORE DAY. Why not enlist teenagers to work for a special day? One idea that has proven unusually successful is a car-washing session. Publicize it well in advance; let the town residents know that on a certain Saturday they may bring their cars down to your group's headquarters to be washed by the teenagers. If feasible, offer a pickup-and-delivery service.

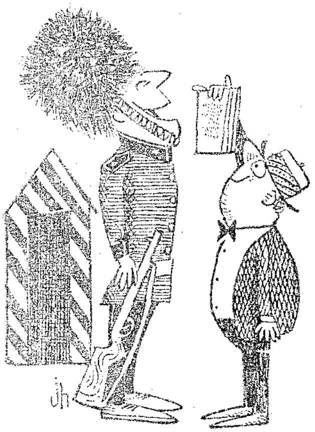
Make it fun for the youngsters. Let them work in teams. Provide them with snacks and soft drinks. And plan some kind of reward—perhaps a dance—when the long day is over.

Another idea is a "Step-Out Week End." Check your town calendar for a week end when there'll be a lot of activity and much demand for baby sitters. Then offer your group's teenagers as sitters. They turn their fees over to you. On the following week end get the whole group together for a reward.

8. VACATION INFORMATION. This idea has been the central theme of a ball and the main attraction of a bazaar. It could also be expanded into a full-fledged, independent event. The basic point is to help people plan their vacations. A local travel agent will probably be glad to assist you.

Gather travel folders and other information on major vacation areas popular with people in your town, and line up articulate group members who have visited each area. Set them up at tables or in booths, and let the crowd wander around and ask questions. If you have a school or other building with many rooms available, devote each room to a certain vacation area. Have group members bring in movie or slide projectors to show their vacation jaunts, and charge admission for several performances and talks during the day or evening.

Novel as they sound, these fund-raising ideas are simple to stage and profitable for everyone.



GRIN AND SHARE IT

TWO MEN FROM MARS, the first to land on Earth, were very excited as they stepped out of their space ship near a large town. Pointing to the TV aerials on almost every house, one happily said to the other: "Look—*Girls*!" —JOANNE EDWARDS

IN THE DAYS OF prohibition, officers raided all of the known bootleg places in town and hauled 25 men into court. As they were being arraigned, the judge asked each man his business. Each one, until the last one, replied, "I'm in the real estate business."

When the last man stood before him the judge asked him his occupation. "I'm a bootlegger, Your Honor," the fellow replied to the startled judge. When the judge got over his surprise he asked the man how business was. The man replied, "It would be okay if there weren't so many real estate men around." —MRS. EVELYN MULKERN

A BUSINESS FIRM wrote to another corporation, saying, "Our electronic brain has computed that the cost of the work you want done will be. . . ."

The following reply was received a few days later:

"As this is more than we anticipated, we would like to suggest that your electronic brain make an appointment with our electronic brain to discuss ways and means of reducing the cost of work." —A. W. STINSON

THE YOUNG EXECUTIVE had just returned to his office, looking tanned and rested. When his secretary asked him about his vacation, he answered, "Well, a friend of mine invited me up to his lodge—a quiet, secluded place away from everything . . . no night life, no parties, no women. . . ."

"Did you enjoy yourself?" she then asked.

"Who went?" —HENRY ATHENS

A MIDDLE-AGED LADY was standing by the elevator in a large New York department store, carrying on what, judging by her lip movements, must have been an animated conversation with herself.

Noticing that another woman was staring at her, the lady hastened to explain:

"My husband is late meeting me. I know what he will say when he finally arrives and I know what I will answer. But now I am practicing my response to his rebuttal." —*Healthways Magazine*

A YOUNGSTER WHO HAD been taking swimming lessons rushed home to announce that he had just gone off the diving board by himself.

"Well, that's fine, Jimmy," said his father, "but didn't you tell us you went off the board last week?"

"I know," was the reply, "but last week I was *pushed*." —BRIAN JACOBS

PREPARING FOR A citizenship test, a Los Angeles woman was shown a photo of Abraham Lincoln by her son and asked to identify it.

"That's Abe Lincoln," she said confidently.

Then he showed her a picture of bewigged George Washington.

She looked at the picture perplexedly and then answered, "That's his wife." —ALBERT J. GEORGE

A FATHER WE KNOW was in the living room when the phone rang. With a resigned sigh, he alerted his teenage daughter: "It's playing your song." —ROBERT SYLVESTER

ENGAGED IN THE tedious job of hanging pictures in their new house, the couple was ready to tackle the section of the living-room wall alongside the stairway. The wife, who was holding the hammer and tacks, suggested that her husband "stagger" the pictures up the stairway wall in order to achieve an unusual effect.

When a phone call interrupted the job, their six-year-old son answered:

"Neither Mother nor Dad can come right now," he explained. "My father is staggering up the stairs and mother is helping him." —*Healthways Magazine*

WHILE OUT WALKING one day, a college professor saw printed in white on the window of a tiny restaurant, "Lam Stew."

Standing in the doorway, the proprietor noticed the professor's smile of amusement and asked for an explanation. He accepted gratefully the educator's lesson in spelling.

The next time the college man passed the restaurant, he looked for the window sign. It read: "Clamb Chowder." —JOHN BRENNAN (*The Sign*)

A DAIRY FARMER was questioning a prospective hired man.

"Do you have any bad habits—smoke, drink, eat margarine?" —MRS. DEANE BINDER

MY FIVE-YEAR-OLD DAUGHTER, Marcia, was entertaining her nine-month-old cousin by letting her hold her favorite new toy, a horseshoe-shaped magnet. Presently it was nowhere to be found.

"Shelley, where is my magnet?" she demanded to know.

"Shelley is just a baby," I scolded. "You know she can't talk."

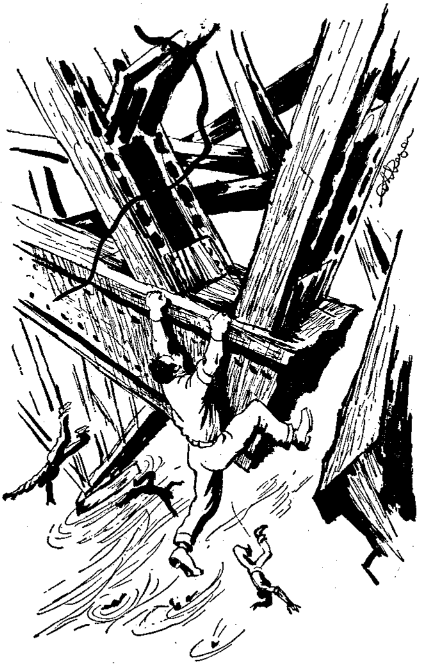
Marcia looked up with an exasperated expression and said, "Well, she could at least *point*!" —IRMA WALLEM

A MAN WAS DRIVING to town one morning with his wife. The weather was hot and the windows were rolled up. "Honey," he said, "please open the windows."

"Are you crazy!" she exclaimed. "And let our neighbors driving in the next lane know our car isn't air-conditioned?" —BARBARA KATZ

BY NORMAN CARLISLE

Canada's bridge to doom



Destined for disaster,
the mighty span
became a grim and twisted
testimonial
to the frailties of man

WITH TREMBLING HANDS, the young engineer tore open the telegram and read its message.

"Thank God!" he exclaimed. "It's okay."

He looked out the window of the construction office, at the mass of steel jutting over the St. Lawrence River. The world's greatest bridge! Yes, that's what it would be. Everything was all right.

But, in spite of the reassurance engineer Arthur Birks had just received, everything was not all right. As surely as if haunted by an evil, unseen presence plotting its destruction, the mighty Quebec Bridge was doomed—even before it was completed. On that morning of August 29, 1907, events were already moving toward the climax of what would go down in history as North America's worst bridge disaster.

More than nine years had passed since Theodore Cooper, the grand old man of bridge building, had stood on the cliffs above the St. Lawrence, looking out at the two-thirds of a mile expanse of water. Cooper had built bridges across the Mississippi and the Hudson and many others—but he knew that this one near Quebec would overshadow them all.

It would be a huge cantilevered structure, providing a much-needed rail link between Canada and the U.S. Rising 150 feet above the river, so that ships could pass beneath it, its cantilever span would be 1,800 feet, the longest in the world.

Enthusiastically, Cooper began work on the broad plans. Financial difficulties delayed the actual signing of the final construction contract until 1904, although the bridge had to be completed by 1908, so that it could be dedicated by the Prince of Wales, when he visited Canada. Cooper argued that four years would be rushing things dangerously but finally agreed. The Phoenix Bridge Co., of Phoenixville, Pennsylvania, was chosen to do the actual construction, and a Phoenix engineer began drawing up the blueprints to Cooper's specifications.

Cooper started the job in 1904 at the age of 65, but his health failed. Quebec officials were frantic, sure that he was the only man who could direct the construction. In hastily called meetings, they made a fantastic decision: since Cooper's doctors refused to let him leave New York, he could supervise the building of the bridge from there!

Thus began the bizarre story of a man building a bridge he would never see. At times Cooper worried about it. To quiet his fears, he hired Norman McLure, a bridge engineer. "I want you to be my eyes," Cooper told him. "You've got to tell me everything I would see if I were there myself."

Work crews put the first steel in place at the bridge site in July 1905. Cooper hadn't yet seen the final blueprints, but there seemed no reason why construction couldn't begin. Everybody was feeling the pressure of the deadline.

The blueprints reached Cooper late in 1905. But it was February of the following year before he finally drove his thin body and tired mind to the task of studying them. Suddenly one figure caught his eye—the weight of the steel in the bridge: it was *almost 8,000,000 pounds heavier* than had been estimated originally!

Cooper was stunned. He'd known there would be some increase in weight, due to many design changes made in the last few harried months, but he hadn't realized that the extra steel would weigh such a staggering amount. Feverishly, Cooper scrawled pages of figures. When he was done, he felt better. Yes, the bridge would be strong enough. Most of the chords would be subjected to a pressure of 16,000 pounds per square inch; only a few would bear more and even these would be well short of their 24,000-pound capacity. *Just a smaller safety margin,* Cooper reassured himself.

Cooper kept secret his moment of fear. And as the construction went on, he ceased to worry altogether. McLure, clambering around the growing steel structure, dutifully carrying out his task of acting as Cooper's senses, reported nothing out of the ordinary as the south arm of the bridge took shape.

Then, one day in June 1907, McLure was making some routine measurements, when he noticed that two girders at the anchor arm seemed to be a quarter of an inch out of line. Puzzled, he decided it was just an error in his measurements. Not worth bothering Cooper about anyway. But shortly afterward, he measured the girders again; this time chord 9-L and chord 9-R appeared to be half an inch off. He rushed a wire to Cooper.

The news about the misalignment

troubled Cooper. Once again, he checked his figures and decided that surely there was nothing to worry about. That half inch couldn't mean anything. Probably, the bend in the beam had been there all along. Of course, if it became any greater. . . .

All through the summer, McLure followed Cooper's instructions and kept a sharp eye on chord 9-L and 9-R. Even though his measurements showed no further distortion, he continued to be concerned about the anchor arm. Phoenix engineer Arthur Birks scoffed.

"Stop worrying," he reassured McLure. "Those chords *can't* be bending."

On August 20, McLure was sick in bed. On the 26th, still not well, he dragged himself back to work. He was sure the distortion at chord 9-L had increased. It was definitely more than half an inch. He sent another telegram to Cooper.

Cooper fired back questions. Exactly where was the bend occurring on the chord? What did it look like? McLure didn't know how to describe it; he swore at this crazy business of trying to be the eyes for a man hundreds of miles away.

The next morning, an inspector burst into Birks' office, gasping for breath. "It's off two inches!"

"You're sure you're not imagining things? My God, man, do you realize what you're saying?"

"Of course I know what I'm saying. I'm saying 9-L is buckling!"

None of the engineers present in that room could fail to understand: if chord 9-L was really buckling then the bridge itself was collapsing. Yet this seemed so unthinkable to the puzzled engineers that they were almost eager to accept Birks' theory: the steel must have been bent before it ever was put into place on the bridge. It *had* to be that way. Cooper just wouldn't have designed a bridge that wasn't strong enough.

"I'll check with Phoenixville," Birks said, grimly. He dashed off a wire to the construction company asking about the history of 9-L: could it have been damaged or bent in the yards or in shipment?

Perhaps if McLure had not been so ill that he could hardy stand, subsequent events might have turned out differently. As it was, he thought briefly of calling Cooper, then rejected that idea, for long distance service was erratic and the old man didn't like to talk on the phone anyway. He'd have to go down and see him about this new development but tomorrow would surely be soon enough. So McLure staggered home and tumbled into bed.

The next day he still felt ill, so he didn't get to New York until the following morning. That extra day was to haunt McLure for the rest of his life.

The fatal timetable of that last day began at 11:15 on August 29 when Cooper arrived at his office. His voice, as he repeated McLure's words, was shrill with horror.

"Two inches!"

Cooper flinched at the thought of the public outcry, the disgrace, the shock to the engineering world. He knew that somehow the figures had lied. There hadn't been any margin of safety at all. The bridge was collapsing.

"We've got to stop construction," he said, finally.

What about the men working out on the endangered steelwork at that very moment? Cooper's face tightened in a frown. The danger wasn't immediate, he felt. Anyway, he told McLure, the order to cease operations should come from the construction company at Phoenixville, so McLure had better hurry over there to explain what had happened. Tomorrow would be time enough to call off work.

AT THE BRIDGE, engineer Birks had resolved that if the telegram from Phoenixville didn't reveal that 9-L might have been out of line all along, he'd take the responsibility for pulling the men off the bridge. But when the wire came, he had occasion to give his cry of relief, "Thank God! It's okay!" The distorted chord, Phoenixville reported, had indeed met with an accident. It had been dropped by a derrick, but inspectors had decided it was structurally safe.

So, the afternoon of August 29 passed. For the men working on the bridge it was a day like any other. True, they'd heard vague reports of a few rivets popping somewhere on the bridge, but these experienced steelmen had seen that happen on other jobs.

At 5:30 the whistle indicating 15 minutes to quitting time blew. A kind of a hush came over the job as the men began to gather up their tools and riveters stopped their guns. In that silence they heard the first whisper of sound, something deep down in the metal. It was followed by a trembling . . . the bridge was shaking . . . then, suddenly, unbelievably, it was going down.

The chorus of cries, "It's falling . . . it's falling . . ." were drowned out by the shriek of metal tearing away from metal. In 15 seconds, the entire structure broke off and plummeted down. The sections farthest out plunged into the water, and the end for men caught on those sections was mercifully swift. To those working closer in, however, death came with agonizing slowness; for those parts of the bridge crashed onto the mud flats which were exposed at low tide. The cries of these men echoed for hours, as rescue workers tore at steel with their bare hands in a hopeless effort to beat the incoming tide.

By midnight it was all over. The tide had moved in to cover the twisted remains of the greatest bridge in the world. Of the 85 men who had been out on it when it fell, 74 died. Among them was the young engineer, Arthur Birks.

Later, as a Royal Commission tried to fit together the terrible puzzle of what had happened, its members journeyed to New York to meet in the home of Theodore Cooper. There they listened to the half-whispered words of a broken old man. It had been his fault, he said; he would accept the blame. And that was the way the Commission set it down: "The failure cannot be attributed to any other cause than errors of judgment on the part of the engineers. . . . Their ability was tried . . . and found insufficient to the task."

Observers noted the curious chain of circumstances that made the bridge a killer: the impossible deadline that forced work to be rushed . . . Cooper's ill health, which kept him from coming to the bridge . . . the deadly coincidence of the one buckling chord just happening to be the one in which the apparent defect could be explained away . . . McLure's illness, resulting in one fatal day's delay in calling the men off the bridge. . . .

Under the direction of a new team of engineers, working without a deadline, the bridge rose again. The disaster had taught engineers a lesson that affected bridge design all over the world. Tables were revised to call for huge increases in the strength of members in large structures. Using the new specifications, the two cantilever arms were completed safely, though not until one day in 1916 did they finally stand ready to receive the center span which would link them.

But the ghostly force that had been stalking the bridge years before still lurked in the mighty steel members. As thousands of spectators watched from shore, the center span was drawn upwards. Soon it would be in place, and the bridge completed. Men riding on it waved jauntily.

Suddenly, there came a sharp crack, the scream of tortured metal and shouts of horror from the onlookers. The span girders had buckled. The rising center span was tilting, tilting, sliding from its cradle; then it plunged into the water. Thirteen more names had to be added to the bridge's grim death roll.

At last, in September 1917, the bridge was finished, with no further loss of life. And today trains glide smoothly across what is still the world's greatest cantilever span—their passengers unmindful of the strange and terrible tragedies that once made it Canada's haunted bridge. ♛

CHATTERBOX

CALVIN COOLIDGE was sparing in his use of words. Once at a dinner party he went through the entire meal without uttering a syllable. Hoping to draw him out in conversation, his hostess said to him:

"Tell me, Mr. Vice President, do you find Washington a change from Massachusetts?"

"Yes," said Coolidge.

"Oh? Tell me about it."

Came the reply, "Just did."

—E. E. EDGAR

Manuscripts, photographs, editorial ideas and other material submitted for publication should be addressed to CORONET, 488 Madison Ave., New York 22, N. Y., and must be accompanied by a self-addressed envelope bearing sufficient postage if they are to be returned in the event they are not purchased. No responsibility will be assumed by CORONET for the loss or damage of unsolicited materials submitted for its consideration.

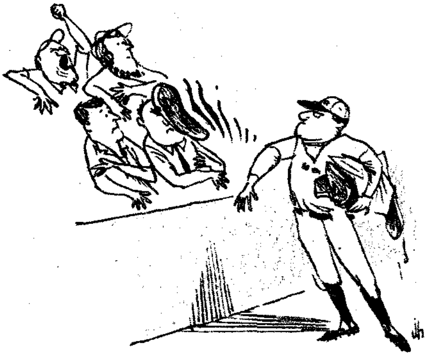
point. One classic case involved a famous minor-league player who once showed up at the stadium carrying a large package wrapped in butcher's paper. When the game was about to start, he took the package out to the bleachers, opened it and dragged out hunks of raw meat, which he began to heave among the spectators.

"You wolves have been howling for blood all year," he bellowed. "Maybe this will shut you up."

When the late Cuban star, Dolf Luque, played for Manager Wilbert Robinson's Brooklyn Dodgers in 1930, a loud-mouthed fan chanted, "Lucky Luque... Lucky Luque...." Luque warned the portly Uncle Robbie, "I'm gonna hammer dees bigmouth with a bat."

"Forget it, he paid to get in," said Robbie, placatingly. But then the heckler took a different tack.

"Hey, Fat-belly Robinson," he guffawed.



"You want blood? Here it is!" the player said, tossing raw meat to fans.

"Okay, Luque," snapped Robbie, "go club that loud-mouth."

Ballplayers soon learn that even the camera can be their enemy When Joe McCarthy was managing the Yankees, he told his coaches: "If you ever get to be manager, never look down at your scoreboard while sitting on the bench. When you look down you may look dejected, and if you lose a ball game, that's the picture you'll see in the paper the next day."

Umpires, of course, take an incessant verbal pounding, sometimes in devilishly diverse ways. For instance, on an afternoon when Cy Pfirman, a former National League umpire, was having a tough time, a fan threw a ball out to him. On it was printed: "Is your name Pfirman or Vermin?"

On rare occasions, players have a chance to even the score. One time two fans were giving former Washington Senator outfielder Goose Goslin a rough time. In the sixth inning, Manager Bucky Harris told Goose, "Take a shower and go see those guys."

When the Senators took the field again, Goslin was missing. "Where is the big yellow bum?" his tormentors hollered. "Right here," said Goslin, standing behind them. They scattered, but Goose caught one and got even.

Sometimes the fans come in pretty big packages themselves, however. When Danny Murtaugh, manager of the Pittsburgh Pirates, was in the minors, one sharp-tongued spectator gave him a verbal roasting. Sight

"He's all yours," the manager said when the mad monster charged them.

unseen, Danny challenged the fan to "come down here and say that." Abruptly, the fan switched his tirade to the manager of the team, who also invited him down. This time the fan, a belligerent giant, hopped over the rail and bore down on Murtaugh. "There you are, Danny," said the retreating manager, "I got him down for you."

Even after working hours, ballplayers are likely fall guys. Recently, a big-league pitcher and his wife were invited to dinner by a friendly couple. They had predinner cocktails, went dancing and enjoyed a nightcap together. During a game two days later, the pitcher was knocked out of the box. From the stands came the recriminating voice of his erstwhile dinner partner: "You bum! You were out on a drunk the other night!"

No one in baseball has had more trouble with fans than irascible Ted Williams, the former Boston Red Sox star. Not only has he gesticulated so as to show his contempt for the fickle fans, but on occasion even spat at them. One day Williams checked into a hotel in Coral Gables, Florida.

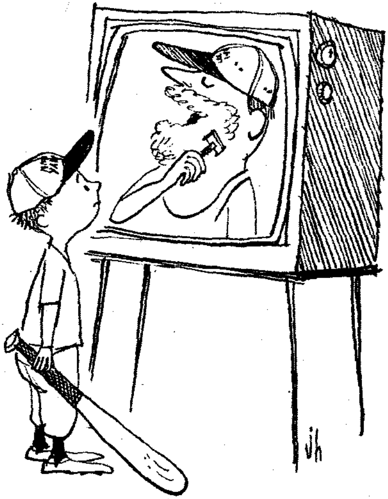
"Aren't you Ted Williams?" the desk clerk asked.

"No," replied Ted. "My name is Tom Whistlingham."

The clerk was still dubious, but they chatted about fishing for almost 30 minutes. Finally, the clerk said, "You know, I'm glad you're not Ted Williams. You're much nicer than he is."

Autograph-hunters also present embarrassing problems. Once, Frank Lane, now general manager of the Kansas City Athletics, was stopped by a young autograph hound. Obligingly, Lane took the boy's scorecard, explaining in advance that he

One lad was in a lather; on TV, his ballplayer uncle did little but shave.



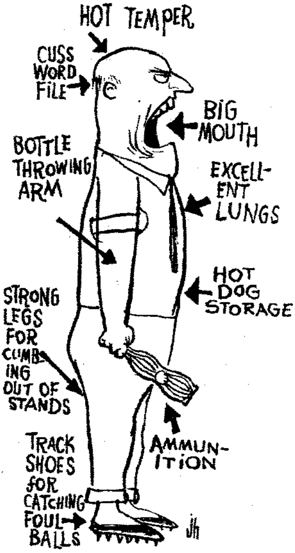
wasn't a ballplayer. "That's okay," the lad insisted, "I'll still take it."

Lane signed. Only then did the signature-seeker look at the name Lane had scribbled. "Phooey," he said, throwing the scorecard away. "A singer!"

Does the average fan know much about baseball? At one New York restaurant recently, two baseball executives were discussing the point. "I'll bet you $100," said one, "that of the first ten people you stop on the street, four won't know who Mickey Mantle is, and six won't know what team he plays for." A waiter took the poll. Nine out of ten knew Mantle; eight knew he was a Yankee.

"But is that so important?" asks one manager. "A few years ago I saw a fan catch a foul ball hit into the grandstand. The only trouble was, he had been carrying a baby in his arms. He dropped the infant in order to catch the ball, and the doctors had to take four stitches in the child's head!"

But for better or worse, the fans have made baseball what it is. And for every malevolent deed they do, they have also loyally cheered a slumping hero and heaped gifts on countless players they have tormented during the season.



Anatomy of a fan, as the players see him: a Jekyll who Hydes in a crowd.

They have stood and cried with Lou Gehrig and Babe Ruth; have brought derelict retired ballplayers off the bread line to decent jobs—and will probably raise their own sons to be ballplayers for other generations to abuse. ♛

COFFEE BREAK!

BURGLARS BROKE THROUGH a skylight at a California bank and lowered themselves 30 feet to the floor, but were unable to open the bank's vault.

So they grabbed $2.43 from the employees' coffee fund, climbed back through the skylight and escaped.

—CHESTER DUNCAN

What makes those jumping beans jump?

The riddle of these peripatetic pods is one of Nature's best little jokes

BY ROBERT DE ROOS

THE HEART AND SOUL of the Mexican jumping bean industry is a white-washed building in the sleepy old town of Alamos, in the state of Sonora. It is the headquarters of Señor Joaquín Hernandez, who introduced the "self-propelled vegetable" as an item of commerce 40 years ago, and who still reigns as unquestioned King of the Jumping Bean.

In July and August, in years of good harvest, Hernandez workers labor at top speed to meet the urgent demands for *los brincadores*—the jumpers. Unless their work is done well, the world will be bereft of Mexican jumping beans.

To cynics who might think this no great loss, Señor Hernandez, a bright-eyed, crew-cut man of 52, who wears a closely trimmed mustache and a perplexed look, points to a desk piled high with orders from all over the world. The demand for the jumping bean—which grows on a tree and is not a bean at all—is apparently insatiable. Hernandez sells every one he can get his hands on, year after year. And since he pays $1.60 for 1,000 beans and sells them for $5, this makes him happy. A crop of 5,000,000 beans which costs $8,000 brings him a gross of $25,000 and can retail for as much as $200,000.

"It is a good thing for the town," Joaquín Hernandez says with quiet pride. The jumping beans provide just about the only ready cash in the neighborhood. A diligent worker can make as high as $8 (64 pesos) a day, about seven times the going rate for other work.

Such is the present flowering of Hernandez's industry; but the beans themselves have been a curiosity for centuries. Probably the soldiers of Cortez wondered about the hopping seeds as they sat around their campfires at night. And today's question is the same as it was then: "What makes them jump?"

In Alamos when the June rains fall, billions of insects set up a resonant buzzing. Among these insects is a little gray moth called *Laspeyresia Saltitans*, which seems to have only one mission: to seek out the *yerba de la flecha*—the arrow tree, producer of the Mexican jumping bean. This tree is about the size of a peach tree, with shiny, spear-shaped leaves. When stimulated by the summer rains, however, the *yerba de la flecha* sends out a lot of little whitish flowers. This is what *Laspeyresia* is waiting for. As soon as the seed pods of the flowers are ready, the moth lays her eggs in them.

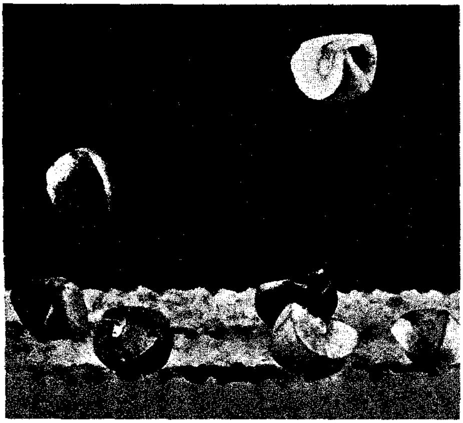
In the humid heat of the forest, the trees quickly fruit and seed pods develop, about the size of a little fingernail and roughly spherical. In each pod are three seeds in separate compartments. The moth egg hatches into a tiny larva which hungrily eats its way through one compartment of the seed pod. After a while, the moth larva sheds its skin, grows a little, then moves into the next compartment and eats everything inside that. Next it changes costume again, moves into the third compartment and polishes off the last seed.

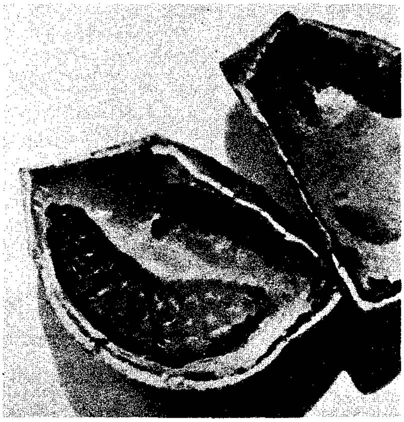
By the time the insect has finished this, winter has passed and the rains are due again. With the first drops, the seed pods, after baking in the hot winter sun, begin exploding with loud pops, shooting out the seeds to start life on their own.

The pods containing the *Laspeyresia* larva and two empty compartments, also pop apart. The empty sections drift away. But the larva, having lined its section with silk, rides to earth in its compartment, intact. This is the jumping bean. Once on the ground, the larva begins flinging itself against the side of its prison, causing the pod to skitter along until it dances its way into a crevice or under a leaf and settles down—unless one of Hernandez's men grabs it first.

Joaquín was working at his father's print shop in Alamos many years ago when "a North American named Dunlap" announced he wanted to buy a five-gallon can

For six months the great energy of the restless, 3/16"-long larva inside the seed pod (right) can cause the bean (left) to hop, roll and skitter along.





of jumping beans. Such a thing was unheard of. There were always a few jumpers in the market, but the poor people of Alamos had no interest in a bean which could not be eaten. Joaquín spread the word that Dunlap would buy jumping beans. Soon his order was filled. While the villagers wagged their heads over a foreigner crazy enough to pay money for inedible beans, Hernandez leaped into action. If one will buy, there will be others, the enterprising youth reasoned; so he sent out thousands of samples to entice customers.

The first real boost came through what seemed adverse publicity. An Argentine newspaper accused Hernandez of sending "dangerous contraband" into that country. The jumping beans, the paper cried, were really murderous pests designed to destroy the Argentine apple crop. "So I had the jumpers tested by the Department of Agriculture in Mexico and also in the United States," Hernandez says. "They proved entirely inoffensive. They will not kill apple trees or anything else."

Then, several years later, Hernandez sent a sample of jumping beans to an industrial firm in Philadelphia. When the president's secretary heard the ticking coming from the package, she screamed, "A time bomb, we'll all be killed!"

Sirens shrieked. The factory was closed and employees rushed to safety. Police and firemen swarmed all over the place.

"It was the biggest propaganda I ever had," Hernandez recalls. "They put my picture in papers all over North America. I got orders for many jumping beans."

Nowadays, in a good year, Hernandez hires 20 people to handle the crop delivered from the hills. One girl does nothing all day long but shake the beans near her ear. If a bean rattles, it is discarded. It contains a seed instead of a larva and will never jump.

Scientists have pondered the jumping bean and speculated on its enormous energy. The little grubs, about 3/16ths of an inch long, will jump for six months! How they do it is a puzzle since they have consumed all their food *before* they start to jump.

The prowess of the jumping bean has been terribly exaggerated. A New York mail-order house brags: "They jump . . . walk . . . climb . . . do most anything but talk . . . perform the most amazing tricks." Claims have been made for leaps as high as seven inches by the bounding bean. But people who know best declare the most athletic bean will rarely jump higher than a fraction of an inch. Because of its eccentric, convex shape, however, the bean *will* travel extraordinary distances on a level surface.

The gentle folk of Alamos have a special fondness for *los brincadores* and Joaquín Hernandez. The bean may be insignificant to the world, but it helps them buy *tortillas* and *frijoles*—their bread and butter. They still speak in wonder of how this industry was created 40 years ago by a 12-year-old, and how his persistence through the years gave their dying town new hope.

[illegible] SUBJECT #4 · BY THE EDITORS OF CORONET

Solving Emotional Problems

TERMS YOU SHOULD KNOW

AMNESIA loss of memory.

CLINICAL PSYCHOLOGIST usually a Ph.D. in psychology but not an M.D.; therefore, cannot prescribe drugs. Usually works in mental hospitals or clinics; but an increasing number are entering private practice.

COMPULSION an unreasonable action a person is driven to perform over and over.

COUNSELING the patient and the counselor discuss the patient's difficulties and seek solutions.

COUNSELOR anyone who is trained to do counseling. May be a social worker, psychologist, marriage counselor, educational counselor, minister, priest or rabbi.

DRUG THERAPY use of drugs to remove or relieve symptoms.

GROUP THERAPY a number of patients meet under the guidance of a specialist to discuss and work out their problems.

LAY ANALYST in broadest terms, any non-medical person who practices psychoanalysis. Ideally he has received advanced training by a recognized psychoanalytic institute. Some of the most famous and successful analysts have been lay analysts.

NERVOUS BREAKDOWN is an imprecise term widely applied by laymen to sudden extreme depression, withdrawal, anxiety, making a person unable to cope with ordinary life.

NEUROSIS a form of mental illness characterized by varying degrees of anxiety, tension and depression.

PHOBIA any unreasonable or exaggerated fear.

PLAY THERAPY a form of psychotherapy using toys to help treat disturbed children.

PSYCHIATRIC SOCIAL WORKER college graduate with special postgraduate work in psychiatry and training at a mental hospital, clinic or social work agency.

PSYCHIATRIST a medical doctor who has specialized in mental diseases and been a resident physician in a mental hospital.

PSYCHOANALYSIS delves deep into the patient's subconscious to bring up real causes of neurosis; gets him to relive the experiences and thus rid himself of the damage; attempts a major reconstruction of personality and patterns of behavior.

PSYCHOANALYST generally, a psychiatrist who has further specialized in the techniques of psychoanalysis including undergoing an analysis himself.

PSYCHOPATH appears normal, but lacks conscience, honesty and responsibility, and commits antisocial, often criminal acts. Does not seem to profit from either censure or punishment and psychiatric treatment rarely helps.

PSYCHOSIS severe mental illness often characterized by a loss of touch with reality.

PSYCHOSOMATIC ILLNESS a physical disorder or disease linked with or heavily influenced by emotional factors.

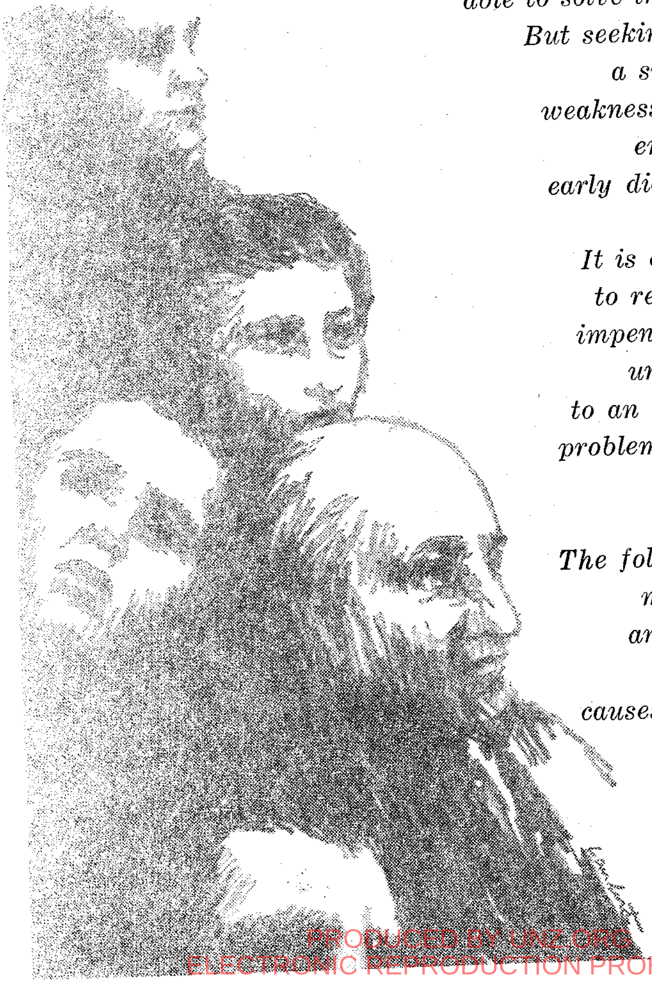
PSYCHOSURGERY brain surgery, a last resort on severely ill mental patients.

PSYCHOTHERAPIST anyone who practices psychotherapy.

PSYCHOTHERAPY covers all forms of treatment of emotional and mental disorders such as group therapy, play therapy, psychoanalysis, etc. Also used as a distinct form of therapy to relieve immediate suffering and remove symptoms.

SEDATION use of drugs to dull temporarily a patient's symptoms and relieve anxiety, restlessness or agitation.

The outlook for people suffering from mental and emotional disorders is brighter today than at any time in history. Still, professionals find that people who come for help are often overwhelmed with feelings of failure because they were not able to solve their problems alone. But seeking aid is considered a sign of strength, not weakness. In all mental and emotional difficulties, early diagnosis and prompt treatment are vital. It is extremely important to recognize the signs of impending trouble, and to understand that going to an expert for emotional problems is just as sensible as going to a doctor to cure a cough. The following pages outline most major emotional and mental difficulties, their symptoms, causes, treatment, costs and where to go for help.



TROUBLED ADULTS

Almost everyone is either:
(a) normal and well-adjusted,
(b) neurotic—suffering a relatively mild form of mental illness,
(c) or psychotic—suffering a severe form of mental illness.

It's often impossible to draw sharp lines between these categories. Most people are normal—that is, they lead relatively happy, fruitful lives, are able to solve their problems and to meet crises without undue suffering. Those who can't may need help.

NEUROSIS

Everyone has met neurotic people. The housewife who can't stand to see an ash tray dirty, the hypochondriac who always thinks he is sick, and the man who'll drive ten miles out of his way to avoid going through a tunnel are all exhibiting neurotic symptoms. The most important symptoms of neurosis are:

Anxiety

This is an uneasy feeling that everyone—normal or not—experiences from time to time. It is only considered neurotic if it is out of proportion to the event. When the baby gets a cold, for instance, neurotics assume it's pneumonia. Neurotics often feel that something dreadful is going to happen. If this feeling is intense and persistent, help should be sought.

Depression

Everyone has bright moods and "blue" days—but neurotic depressions are more frequent, long-lasting and severe. Often the sufferer feels his life has no meaning. People in the grip of neurotic depression may ignore friends, stop working and sleep 18 hours a day.

Compulsion

A compulsion is an action that a person is driven to perform again and again. It may be something like constantly washing hands or arranging possessions in a rigid pattern. If a neurotic individual is prevented from performing these acts, he feels discomfort. In serious cases this may border on panic. Nervousness, weeping or agitation may follow frustration.

Phobias

Defined as any unreasonable or exaggerated fears, over 200 specific phobias have been classified by experts. These include fear of snakes, heights, enclosed spaces, crossing bridges, darkness, cats, even fear of eating or of one's own voice. Intensity and number of phobias are clues to one's need for help.

Amnesia (loss of memory)

Amnesia is usually an unconscious attempt to wipe out a painful experience. The amnesia may cover only the day of (say) a serious accident. When more deeply rooted troubles are the cause, amnesia can blot out several years or even a person's entire past.

Psychosomatic symptoms

Several serious physical illnesses are often associated with neurosis.

continued on page 110

THE TENSION AND ANXIETY TEST

To aid people evaluate their difficulties, Dr. George S. Stevenson of the National Association for Mental Health has developed the series of questions listed below.

If you answer "yes" to only a few, or with the qualification that they seldom happen, then you probably do not need help.

If you answer "yes" to most of the questions and find the feelings occurring frequently, intensely and lasting a long time, you may profit from professional help.

Do you worry a great deal of the time?
Do you worry without any apparent cause? Do you expect trouble before it shows up? Do you make things look blacker than they really are?

Are you often edgy, irritable and easily upset?
Do minor problems throw you into a dither and minor disappointments crush you? Do you grumble and scold when things aren't done exactly the way you wish?

Do the ordinary pleasures of life fail to satisfy you?
Are you always on the run, hunting the new, the exciting? Do the things you do every day seem drab and nonvital? Must you be surrounded by "interesting," "stimulating" people?

Do you fear new situations and new people?
Do you need several drinks before you can warm up to people at a party? Do new assignments on a job frighten you? Do you make new friends and acquaintances easily, or do you stick to a few friends you've known for years?

Do you have difficulty getting along with other people?
Do you find it difficult to get across to others how you think and feel? Do you love people one day and hate them the next?

Are you suspicious and mistrustful of others?
Are you on guard in your dealings with others—even friends—to see they don't put anything over on you? Do you feel generally that people can't be trusted?

Do you suffer from feelings of inferiority and self-doubt?
Do you feel you have to work hard to make a good impression on people? Do you doubt your own knowledge and the wisdom of your opinions?

Do you carry a chip on your shoulder?
Do you find yourself arguing and quarreling often?
Do you feel people are picking on you?

Do you get moody, depressed, without knowing why?

These include: asthma, colitis, ulcers, allergies and heart ailments. Neurotics often suffer, too, from: severe headaches, stomach aches, nausea, vomiting, constipation, diarrhea, difficulty in swallowing, loss of appetite or dizziness. Unusual fatigue may be a symptom of neurosis. Often it is acute in the morning. Some neurotics find it almost impossible to get out of bed, even after ten hours of sleep.

PSYCHOSIS

Psychosis is a severe form of mental illness in which the victim usually seems to have lost touch with reality and lives partially or entirely in a private world. Usually he does not know he is sick and needs help. Even families of psychotic sufferers do not always recognize the signs of psychosis until something serious has occurred. *Families should suspect deep trouble when a person:*

1. Lives in a separate world, refusing to face his problems.

2. Has a delusion that people are persecuting him.

3. Is so depressed that he is incapacitated.

4. Suffers agonies of indecision in making ordinary choices.

5. Has moods that swing like a pendulum between exhilaration and depression.

6. Needs medication to sleep.

7. Is given to temper outbursts.

8. Loses interest in his personal appearance, his job, his family.

9. Talks feverishly, skipping from one subject to another.

10. Goes on spending sprees, far beyond his means.

11. Is incapacitated by unfounded fears.

12. Hears or sees imaginary things.

NOT ONE ILLNESS

Psychosis is not a single illness. Here are its four main forms:

1. Schizophrenia

Means "split mind," sometimes referred to as the psychosis of youth; usually strikes between ages 15 and 35. About 23 percent of the 500,000 new patients in mental hospitals are schizophrenia cases. *There are four fairly distinct types of schizophrenia.*

a. Catatonic schizophrenia.

The victim may remain motionless or rigid for hours. Or he may rush or thrash about aimlessly.

b. Simple schizophrenia.

The patient has limited contact with his surroundings. He may sit quietly for hours; may have to be fed and dressed. As this disease progresses, the person may become almost a "human vegetable."

c. Hebephrenic schizophrenia.

The sufferer is quite active, yet has little real contact with the people around him. Sometimes he does silly, childish things. His conversation is mostly nonsense and he may suddenly be overcome by fits of pointless giggling.

d. Paranoid schizophrenia.

The victim may hear voices that tell him to do things. He may believe he is receiving secret messages from people on other planets, that people are plotting against him or that someone is trying to kill him.

2. Involutional psychosis

Tends to strike people aged 50 to 55 years, characterized by deep depression. The victim may weep a great deal, worry constantly, feel his whole life has been wasted. Often preoccupied with imagined illness or painful sensations.

3. Manic-depressive psychosis

Strikes most often in middle-adult life, at ages 40 to 50. Patient tends to swing from deep depression to high excitement and elation (mania). He can't be held back. He has a million ideas, is agitated, talkative, restless; may remain in either phase for weeks or months. He also may alternate between the two moods in the same hour.

4. Old-age psychosis

There are two distinct forms of old-age psychosis: *cerebral arteriosclerosis* and *senile psychosis.* Both affect the same age group —near or over 70; have similar symptoms and the same outcomes. It is nearly impossible for a layman to tell them apart. The patient acts like a child. He may have tantrums, demand special attention, act coy and be unable to concentrate for more than a few moments. Sometimes he loses personal modesty and control of natural functions. Roughly 21 percent of patients admitted to mental hospitals suffer from an old-age psychosis. The majority die within a year or two of admission.

CAUSES OF PSYCHOSIS

Doctors have divided psychoses into two categories:

a. organic and b. functional.

Organic psychoses are caused by injuries to the brain or central nervous system through alcoholism, syphilis, brain tumors, hardening of the arteries or severe infections that cause delirium. Some of the "old-age psychoses" are examples of mental illness caused by physical or organic factors.

Other psychoses, *and* most neuroses, are considered functional, which means physical factors are not known to be a *major* cause.

Functional mental illness, experts generally agree, results from the interaction of three things: an individual's childhood and upbringing; his physical make-up; and, his environment.

Illness starts in childhood

Frequently the roots of mental illness can be traced back to childhood experiences. Sometimes the child may show symptoms of emotional disturbances. In other cases, only when the child grows to face the stresses of adult life, do his childhood difficulties begin to take their toll.

According to Dr. Harvey J. Dain, Assistant Medical Director of the Postgraduate Center for Psychotherapy, Inc., there are two periods in an individual's life when emotional and mental difficulties are most likely to appear: adolescence and middle age. When a youngster enters adolescence, he is suddenly confronted with the challenges of maturity. Again, in middle age, the individual must recognize that his vigor is declining and the possibilities of fulfilling his ambitions are more remote. Under either of these stresses, long-buried difficulties and inadequacies are likely to come to the surface.

Breaking point

While most people can absorb strain, nobody's capacity is limitless. To the "built-in" problems of childhood must be added the sheer good or bad fortune that comes to the adult. Unless life pressures bring them out, many a person's psychological weaknesses may never incapacitate him.

TROUBLED CHILDREN

The chief differences between troubled children and most troubled adults are that children do not know they are in trouble, and may not be able to express the roots of their problems—which means that they may be much more difficult to treat.

It's up to the parents to recognize the troubled child and to seek help for him. It's also the parents' responsibility not to panic. All children go through difficult periods. An estimated 20 percent of the parents who seek help for "antisocial" children actually have nothing to worry about.

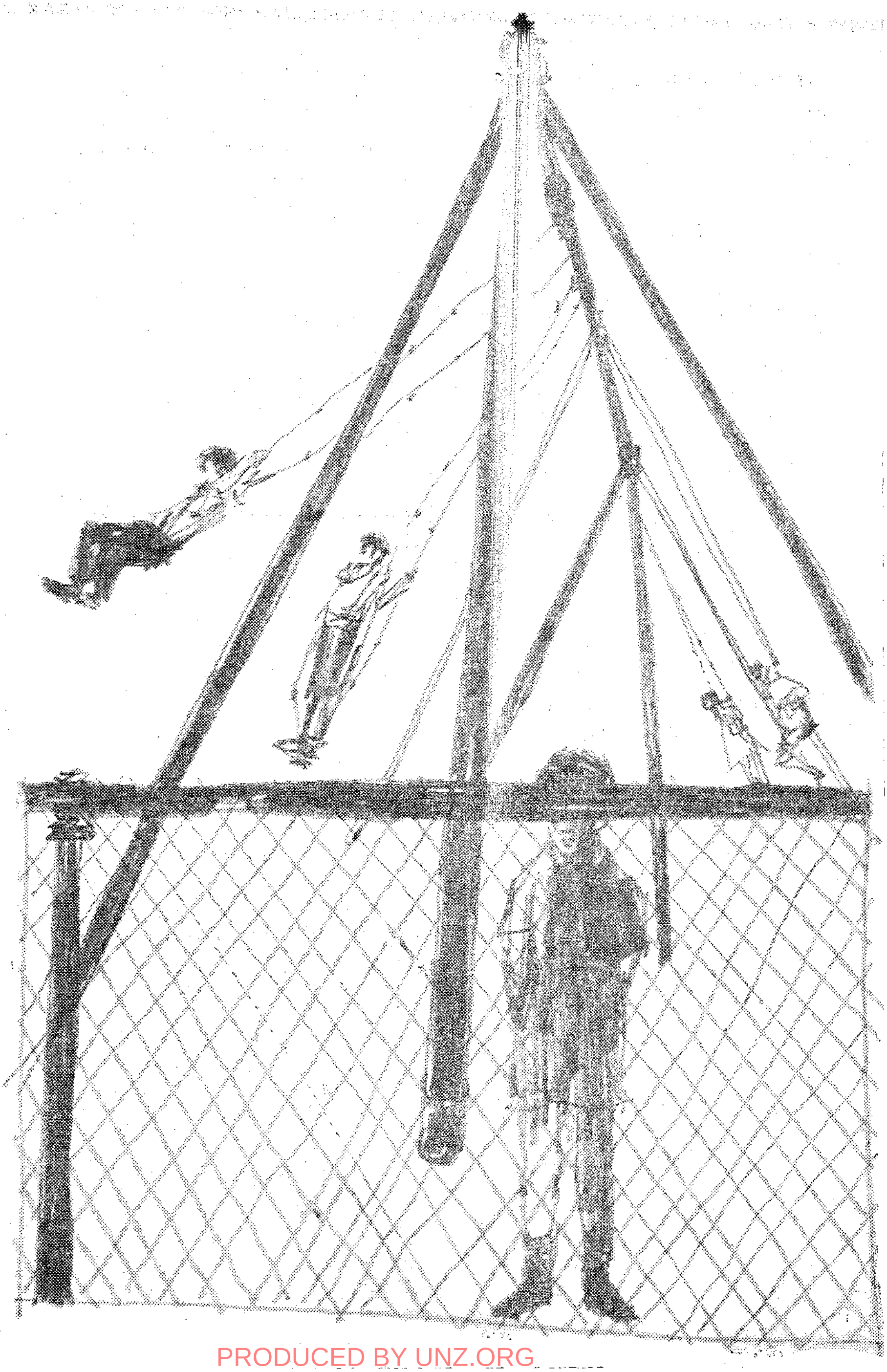
Sometimes, however, when a child is angry or frightened or too quiet, it's not just a passing phase; that's when the wise parent gets professional help.

SYMPTOMS OF EMOTIONAL DISTURBANCE IN CHILDREN

The line between normal and serious childhood difficulties can generally be drawn from the answers to four key questions:

1. **How often do troublesome signs appear?**
2. **How pronounced are they?**
3. **How long do they last?**
4. **Are they getting worse?**

Antisocial behavior When a child begins to act in ways that cannot be tolerated, it may be revealing serious disturbance. This can take many forms: lying, stealing, constant fighting, overt sexual behavior, truancy and difficulty with learning. But many children, for example, lie or steal *occasionally* and it is *not* serious.



Habit disorders A habit disorder is an action, such as thumb-sucking or bed-wetting, prolonged beyond its normal stage in a child's development. Thumb-sucking is fine up to about three years. After that it *may* be more serious, although many four- and five-year-olds suck their thumbs occasionally. If the thumb-sucking occurs only just before bedtime at these ages or when the child is tired or sick, it's probably not serious. But if a youngster thumb-sucks instead of playing with other children, or if he continues excessively beyond three or four, the child may need help. One doctor told a mother concerned lest her thumb-sucking daughter spoil her teeth, "Relax. Orthodontia is cheaper than child psychiatry!"

Neurotic traits in children Since they do not always cause trouble, childhood neurotic traits—which differ from adults'—may be difficult for the average parent to recognize. One is what psychiatrists term "passive resistance": the child doesn't make any disturbance. But when his mother calls him to dinner, he doesn't come. Or he persistently *forgets* to pick up his toys, bring in his bicycle, etc. The child is resisting—but always passively.

Over-submissiveness is the other side of the same neurotic coin. Here the child will do whatever he is told—but *only* that. He follows everyone's lead—parents, teachers, other children.

Unless help is sought, both forms of this illness may leave the child unable to act for himself.

Psychoneurotic symptoms More sharply defined than neurotic traits, psychoneurotic symptoms include most *extreme* childhood phobias or fears. A child with continuing, extreme fears of high places, moving cars, shadows, etc., may have a serious inner conflict.

Most children evidence *some* fears from time to time. Unless these are many, severe or persistent, there's no cause for alarm.

Obsessive-compulsive symptoms These symptoms, like phobias, tend to appear when a child is in conflict over something. Here, however, the child resolves the conflict by doing something over and over in exactly the same way. Many children must be put to bed in a certain way or have food served in just the proper order. Normally a ritual lasts for a while, then disappears. If it persists or if the child is very upset when the ritual cannot be performed, professional counsel may be needed.

Childhood schizophrenia Schizophrenia (see p. 110) is sometimes found in children as young as four or five months. Psychiatrists are not sure of the causes, but they know it is serious—and that early diagnosis and treatment are vital.

Here are the symptoms:

1. Very young schizophrenic children tend to show little interest in "patty-cake" or "bye-bye."

2. Little interest in their surroundings.

3. Very difficult to toilet train.

4. Nighttime bladder control is poor.

5. Strange play patterns. May stack blocks or place items next to one another for hours. Very difficult to change their interest.

6. May manifest great interest in spinning toys: tops, wheels, etc.

7. Often repeatedly climb up on tables and jump off.

8. Extreme sensitivity to sounds that do not bother the average child.

9. A tendency to walk on their toes.

10. Cling to their parents tenaciously.

11. Frequently slap their heads or hit themselves hard without showing signs of pain.

Sometimes these symptoms appear in infancy. More often, the child seems perfectly normal until about age one, two or three when there is a fairly sudden plunge back to infancy. Frequently this follows some incident which would not excessively bother a normal child, such as the arrival of a new baby.

CAUSES OF EMOTIONAL DISTURBANCES IN CHILDREN

The statement "There are no troubled children, only troubled parents," has achieved such wide prominence that parents of disturbed children are often burdened with guilt and failure.

Not parents' fault

According to Dr. Abram Blau, child psychiatrist at New York's Mount Sinai Hospital, "Illness is a natural event. When a child is disturbed it isn't the parents' 'fault'." Emotional disturbances in children are now seen as the result of a complex series of interactions between the child and his **total** surroundings. The parents are a key factor **but they are not the whole story.** Even when the parents have emotional problems which adversely affect the children, professionals don't "blame" the parents.

General understanding of this point would make it easier for many parents to seek help for disturbed children and save them unnecessary suffering.

Child's role

In every parent-child relationship, a good deal depends on the child himself. Some babies are very demanding and can tolerate little frustration. Others are placid and easygoing. They will react differently to the same situation.

Three specific causes of trouble in children

1. Long-term physical illness in a young child that necessitates hospitalization or long separation from parents may have emotional repercussions. This is particularly true if the child is under two and a half years.
2. A "traumatic" situation, such as a car accident, a house burning down or a sexual or physical assault by an adult, may cause serious anxiety problems in a child.
3. A child forced to move often, or one cared for by constantly changing adults, may become insecure.

Parental pitfalls

Certain kinds of parental behavior *are* likely to cause trouble.

1. Anxious, tense parents often make their children feel insecure.
2. Overprotective parents prevent children from obtaining necessary and normal satisfactions.
3. Hostile, rejecting parents deprive children of concrete and specific proof of love, which experts say they must have.

When experts talk about showing a child love, they mean more than feeding him and being there always. Sometimes a person can supply a child's material requirements and still not *express* love. Children, sensitive to insincerity and lies, feel this. At foundling homes, where infants received the best *physical* care but lacked warm attention from one special person, they often got sick and even died.

COUNSELING

Counseling is one of the quickest and least expensive forms of treatment for emotional and mental problems. It is used to treat difficulties not severe enough to warrant the use of longer, more expensive methods. Counseling in its simplest terms means discussing problems with a professional person. It is easier for people to talk to someone who wants to help, who will not judge or place blame and who is not emotionally involved in the problem.

Who does counseling?

Counseling is done by psychologists and social workers, and other specially trained personnel, often through such service organizations as the Family Service Association of America, which has over 300 affiliated agencies. Because counseling is often done through agencies, it frequently has a broader approach to a patient's problems than other forms of treatment.

Begin with agency

Because of this broad approach, and because agencies are familiar with other available local mental health services, they are excellent places to *begin* looking for help when emotional problems strike.

Beware of charlatan counselors

1. Avoid counselors who promise immediate solutions or who ask you to sign up for a minimum number of interviews.
2. Be suspicious of those who refuse information about their qualifications.

PSYCHOTHERAPY

Psychotherapy is used to treat temporary emotional disturbances, all forms of neuroses and some types of psychoses. It is done by psychiatrists, M.D.s who have specialized in mental diseases the way other doctors specialize in surgery or digestive diseases.

In psychotherapy, a person discusses his feelings, thoughts, dreams and experiences with the doctor, who encourages him to talk freely over a relatively short period of weeks or months.

HOW IT WORKS

Several important things happen in this situation. First, the patient becomes more aware of his problems and conflicts. Often, emotions and fears that have been hidden for a long time are released, and this in itself is beneficial. In addition, the patient may begin to see his difficulties in a new light and solutions will offer themselves. Other times the solutions are suggested by the doctor.

Alleviates suffering

Essentially psychotherapy is used to alleviate immediate suffering and to remove symptoms. It builds on what is still healthy and is chiefly a process of repair.

Psychotherapy for children

Best equipped to diagnose and treat childhood problems—from the mild to the severe—are child psychiatrists, M.D.s with intensive training in children's emotional difficulties. They take private patients, also work in outpatient clinics and special schools for extremely ill youngsters.

Private psychiatry

There are 13,000 psychiatrists practicing in the U. S. Each has served as an interne and as a resident physician in a mental hospital for several years.

Names of clinics

Care is most readily available at psychiatric clinics. These are sponsored by the city, county or state or affiliated with a university or a hospital; they may be private or run by the Board of Education.

Clinics have a variety of names; psychiatric clinics, guidance clinics, health centers, institutes of mental hygiene, etc. There is also wide variation in the kinds of disorders they treat and the age group they cover.

Although every clinic does not operate in exactly the same way, here is what may happen to a parent and child who go to a typical psychiatric clinic for children:

Steps in treating children

A staff member will interview the mother and, often, the father for a history of the child and his illness and to find out about the parents.

The child will be given a series of psychological tests, including an I.Q. test. Fairly reliable tests can reveal a good deal about even a very young child's problem.

The child gets a thorough physical examination and is seen several times by the psychiatrist.

Diagnosis

The doctor makes a tentative diagnosis and outlines a plan of treatment. He tells the parents how often he will want to see the child, arranges to see the parents himself or for them to see a qualified psychologist or social worker.

Now the psychiatrist begins his sessions with the child. Part of the time, the child may get play therapy.

Play therapy

In play therapy all kinds of toys, clay and paints are made available. As the child plays with them he often reveals crucial things about himself.

One little boy, for instance, liked to play with dolls, but he would pick them up and smash them against the floor. This revealed his jealousy of a younger sister.

The therapist works to increase a parent's understanding of the child and helps to modify parental behavior.

Child-doctor relationship

At the same time the child forms a relationship with the doctor in which the child has a "corrective emotional experience." The doctor is kind and accepting. He is not shocked or upset when the child becomes angry and breaks things. This very special kind of relationship helps the child to see his past bad experiences in a new light.

Child's insight

Insight on the part of the child himself is an important part of the treatment. As the child talks or plays, his buried feelings emerge. Sometimes the child comes to see and understand these feelings himself. Other times the doctor points them out. Child psychiatrist Dr. Stanley Lesser says that a child, "through understanding the nature of his feelings and what they have come from, can see that his attempts to solve his problems are not leading to happiness and security. Even very young children can have this kind of insight."

PSYCHOANALYSIS

Psychoanalysis is a form of therapy based on the theory of Dr. Sigmund Freud that manifestations of mental illness result from forgotten or repressed unhappy events in childhood. These buried conflicts—often sexual—manifest themselves in distorted ways.

Freud believed it was necessary to bring these buried events from the patient's unconscious mind into his conscious awareness so that he could acknowledge them, not merely mentally but actually relive them—and thus rid himself of their burden. Unlike previous attempts to cure emotional illness, psychoanalysis works directly on the emotions. It has been called the "major surgery of psychotherapy," for it aims at ultimately reconstructing the patient's personality and changing his pattern of adapting to life. It is only used on people with deep-seated neuroses—and only where it is determined that removing these neuroses will actually help the patient.

For example, one elderly patient who had been forced out of his position as head of a business—but still got a large income from the business—developed a phobia that prevented him from leaving his house and garden without his wife. Since he could not go back into business, and since his income was secure, the therapist refused to treat him on the grounds his phobia actually protected him from more painful experiences by giving him an excuse not to go out. Psychoanalysis works through these steps:

1. The doctor establishes a deeply personal relationship with his patient—which makes it important for someone undergoing analysis to select an analyst with whom he feels secure. Thus, it is a good idea to "shop around" for the right analyst. The relationship is based on the following: the therapist is a *reliable expert;* he is permissive—never judges the patient unkindly; he is interested and friendly, not merely professionally involved; and he is a source of personal encouragement.

2. **By the use of devices** like getting the patient's history; by drawing him into general conversation; and by the technique discovered by Freud of "free association"—letting the patient ramble and say anything that comes into his mind—the analyst gets the patient to dredge up his most deeply buried feelings. These are essential steps in bringing his problem into the light.

3. **The therapist** helps the patient recognize his true feelings by taking his ordinary statements and descriptions of his dreams and isolating their emotional aspects. Then he interprets these feelings to the patient—helping the patient see the real meaning of what he is bringing out of his subconscious.

4. **At some point in the analysis**—usually weeks or months after it has started—a phenomenon takes place called "transference neurosis," in which the patient transfers his neurosis to the analyst. In effect, the analyst becomes someone near and dear to him—and he may treat the doctor as he would his father or mother. Even very mature people, Freud pointed out, behaved like children toward their analyst, exhibiting "petulance, irritability, defiance, even a childishness in tone of voice. . . ." Transference is considered essential in psychoanalysis. It is classified in two ways: (a) negative, which means that the patient resists the analyst, takes out his animosities and hatreds on him; and (b) positive, which means the patient trusts the analyst implicitly—loves and worships him. In both cases, the patient is trying to wring some emotional satisfaction from the analyst—this becomes more important than his own recovery from neurosis. But this is a necessary step in that recovery.

5. **Ultimately in psychoanalysis,** and sooner in other forms of psychotherapy, the patient will try out new forms of behavior in his own life. He may be encouraged to do this by the therapist—and as he adjusts better to life outside the office, he may reach the point where he no longer needs therapy.

On the couch

Because psychoanalysis requires the patient to feel relaxed, it is frequently done with the doctor sitting in a chair and the patient lying on a couch.

Differs from psychotherapy

Psychoanalysis differs from other forms of psychotherapy in the following ways: it is **(a) more intensive, (b) more far-reaching, (c) takes longer.** The techniques of psychoanalysis are designed not so much to alleviate symptoms, although they do accomplish this, but to reconstruct the individual's personality, and to raise the entire level of his adaptation to life.

THE PSYCHOANALYST

A psychoanalyst is usually a psychiatrist who, in addition to his medical and psychiatric training, has specialized in the techniques of analysis. He must have undergone analysis himself.

Psychoanalysis is also used by "lay analysts," who are not M.D.s. Some of the most successful analysts are lay analysts. A good lay analyst will usually seek medical opinions on his patients and will see that they have a physical examination by a physician.

To treat neurosis

Psychoanalysis is used mainly to treat neuroses. In psychoses, it can only be employed when the patient is able to communicate with the analyst. Analysis is not used with people who have acute symptoms, such as severe depression. Usually, too, analysis is not recommended for people who have only mild personality disorders, chiefly because the illness does not warrant such extensive treatment.

Slow, long-term

Generally speaking, a patient undergoing analysis sees the doctor for two to five 50-minute sessions per week. This 50-minute hour gives the doctor ten minutes to make notes and prepare himself before the next patient. Analytic sessions are often an emotional strain on both doctor and patient and a longer time span would be too exhausting. Treatment lasts for a minimum of a year, and may run five years or more.

GROUP THERAPY

This treatment is used in connection with other forms of therapy. In it, a group of patients meets for discussions under the guidance of a specialist.

Expressing their fears, hostilities and problems openly and freely, individuals are able to gain support and approval from each other. Many are helped by seeing that their difficulties are not unique. Groups of this type usually meet for one hour to an hour-and-a-half once or twice a week. Many are private patients who need more time than the therapist can give them individually. Therefore the group is a timesaving device—but it has real therapeutic advantages, as well.

RELIGION AND PSYCHIATRY

Many priests, ministers and rabbis receive special training in psychiatry. Courses in counseling are becoming more and more common in seminaries of every faith.

The current trend among religious leaders is to accept a concept of teamwork between psychotherapy and religion in helping people lead more fruitful lives. As one clergyman put it: "Religion sets the direction for man's life, but psychiatry clears away many unnecessary obstacles in this path."

MEDICAL, SURGICAL & HOSPITAL TREATMENTS

Sedation

Sedation, which can be administered *only* by physicians, is used to quiet patients who are overanxious or restless. Medicines range from mild barbiturates to a powerful drug that puts the patient to sleep. Although sedation does not effect a cure, it dulls the patient's symptoms, sometimes enabling him to respond better to therapy.

Chemotherapy or drug therapy

Drug therapy is used to treat some neuroses and temporary emotional disturbances. It is also now used widely in mental hospitals to treat certain psychoses. These drugs calm patients without making them sleepy. Sometimes they enable a patient to undergo psychotherapy. Even when no other treatment is given, the patient's symptoms may disappear, making him relaxed and clearheaded enough to leave the hospital. Occasionally he remains well after drug therapy; other times, continued drug treatment is required.

Shock therapy

Insulin shock and electroshock are used to treat people suffering from schizophrenia, manic depressive and involutional psychoses and certain severe neurotic depressions. The basic principle in shock therapy is to agitate the victim's nervous system to bring him out of overexcitement, depression or withdrawal.

In insulin shock, the patient gets an injection of insulin. In electric shock, an electric current is passed through the brain for a split second. In both, the patient loses consciousness temporarily, but experiences no pain.

Although experts do not know exactly how they work, shock treatments sometimes have dramatically beneficial effects.

Psychosurgery

This is an extreme technique used only when the patient is undergoing terrible suffering and when no other treatment helps. It consists either in severing the nerve fibers connecting different parts of the brain or actually removing areas of the brain itself. Because a patient who undergoes psychosurgery emerges with a radically altered personality and may never again live a normal life, it is used only as a last resort.

HOSPITALIZATION

Individuals who suffer from some severe neuroses, and many people suffering from psychoses, need hospital care. There are over 1,100 hospitals in the country that treat the mentally ill, excluding institutions for mental defectives and epileptics. They fall into four basic categories:

State mental hospitals

Almost 90 percent of the people receiving hospital care for emotional disturbances are in state mental institutions. There are over 278 such hospitals. Each state has at least one; states with large populations have many. Most are seriously understaffed and overcrowded, militating against adequate care.

Most public mental hospitals concentrate on new patients, who are given intensive treatment. If these show no progress after several months, they are put under "chronic care." This means they are provided with the physical necessities, but little else.

Despite these handicaps, many state hospitals do as good a job as private hospitals.

Veterans' hospitals

Sixty Veterans' Administration Hospitals will treat veterans with service-connected mental disorders. If they have open beds, they also will treat any impoverished veteran. Generally these veterans' hospitals are better equipped and staffed than the average mental hospital.

Private mental hospitals

There are 280 private mental hospitals of varying quality in the U. S. Most states license and inspect these institutions to maintain minimum standards. Other states supervise but do not require licenses. A few states exercise little control and the individual's only guide to the hospital's worth is his doctor's recommendation.

General hospitals

A general hospital takes care of many kinds of diseases and disabilities. There are now 600 general hospitals with special psychiatric divisions. Many experts feel that care in these institutions has several advantages:

1. The patient is not forced to go far away from home.
2. He is spared the necessity of a legal commitment to a mental hospital.
3. And, it has been found that *prompt*, intensive treatment, in a community institution, results in more rapid progress and often a shorter period of hospitalization.

How to pick a mental hospital

Anyone contemplating selecting a mental hospital should get the advice of a competent doctor, preferably a psychiatrist. *Here, however, are a few things to question*:

1. **Is the ratio of staff members at least: one doctor to 30 patients; one nurse to five patients for intensive treatment?**
2. **Are the buildings well kept?**
3. **Are there medical and surgical units?**
4. **Is there a laboratory, an X-ray department, a pharmacy, a dentist?**
5. **Is the superintendent *both* a qualified physician *and* an experienced psychiatrist?**

Admission to mental hospitals

If an adult patient understands his need and is willing to be hospitalized, in most states he simply writes to the superintendent of the hospital and requests admission.

After a preliminary examination, the superintendent will either accept or refuse the patient.

When the patient is too ill to know what he is doing or if he resists commitment, the process can be quite complicated. It varies a good deal from state to state. Only a lawyer can advise you properly. In many places, a court commitment is required. This may mean a full jury trial. Upon the recommendation of a doctor, the court may issue an order of commitment.

Sometimes a nonjudicial procedure is used. A friend or relative of the patient makes application. If this is accompanied by certification of the patient by two physicians, he will be admitted. Usually this is later court-confirmed.

TREATMENT: HOW OFTEN? HOW LONG? WILL THERE BE A CURE?

People who treat emotional problems rarely talk of a "cure," but generally agree that, except in rare and severe cases, troubled children (and adults, too) benefit enormously from therapy. Naturally the milder the problem and the sooner it is treated, the better the outlook.

CHILDREN

Counseling

Generally children who need only counseling will go for treatment one, two or three times a week, usually for six months to a year.

Psychiatry

Children receiving psychiatric care usually are treated from one to five times a week, for a few months or as long as five years.

In both counseling and psychiatric treatment, the parents' visits with the therapist will vary roughly in proportion with the number of visits the child needs.

Seriously ill children may need intensive treatment for a long time.

Special care for severely ill children

Children who suffer from severe mental illness may be too ill to be treated in an outpatient clinic. Some child psychiatrists in private practice and some institutional facilities are available.

The child who is able to live with his family may attend a special all-day school, staffed by trained teachers and psychiatrists, and receive intensive therapy and specialized education.

There are also residential centers for severely ill children with specialized therapy and education.

Hospitals

Unfortunately these facilities are extremely limited. There are some 500,000 severely ill children in the country, with about 135 hospitals to treat them. Thus about 4,000—less than one percent—can get adequate care. Many are forced to enter state mental institutions where the care is minimal and the chances for improvement slim.

ADULTS

Neurosis

For adults suffering from neurosis, the outlook is optimistic. Reports from private psychiatrists and psychiatric clinics indicate that most neurotic patients show significant improvement after treatment. Usually the most serious symptoms are removed, and the individuals are able to lead happier lives.

Schizophrenia

At one time, this illness was considered nearly hopeless. Today, however, hospitals which provide *adequate* treatment report they discharge two out of every three schizophrenic patients within a year of admission.

Chances for recovery are greatest in early months of treatment. If a patient does not improve significantly within the first year, his chances drop rapidly.

Involutional psychosis

Roughly seven out of every ten patients treated for involutional psychosis improve a great deal or recover entirely. Most cases require only a few weeks or months of adequate treatment.

Manic-depressive psychosis

The majority of hospitalized manic-depressive patients are able to resume their lives outside the hospital. Treatment eliminates attacks altogether or spaces them further apart.

This illness may recur. Thus, patients need to remain under the eye of a competent doctor who can spot recurring symptoms and start treatment promptly.

Old-age psychoses

Until recently, it was assumed little could be done for old-age psychoses. This view has changed. Some patients do respond to treatment and are able to return home.

COST AND WHERE TO GET HELP

Counseling and agency therapy

Here are the cost-per-hour counseling fees of a typical agency in a medium-sized Southern city:

FAMILY MONTHLY INCOME	NUMBER IN FAMILY					
	1	2	3	4	5	6
$200-249	$2.					
250-299	4.	2.				
300-349	6.	4.	2.			
350-399	8.	6.	4.	2.		
400-449	10.	8.	6.	4.	2.	
450 and up	12.	10.	8.	6.	4.	2.

Charges for counseling at agencies affiliated with the Family Service Association of America depend on family income, ranging from nothing to $25 an hour. *Very few patients* pay the top fees.

Families are not expected to pay more than they can afford. Fees generally defray only part of the cost of treatment; but are considered a necessary part of the treatment itself. An agency director says, "People feel better about receiving something when they have paid for it. It helps the treatment."

Psychiatric care

Individual psychotherapy with a private psychiatrist costs anywhere from $10 to $50 per 50-minute session. The average is $15-$25 a meeting. Most psychiatrists, even in private practice, adjust their fees somewhat, but usually have an irreducible minimum.

Psychoanalysis

Although the cost per session doesn't vary much between psychotherapy or psychoanalysis, the over-all cost of analysis is usually higher. People in analysis usually see their doctors oftener, and over a long period of time. A complete analysis may cost $10,000 or more.

Clinic costs

The costs for psychotherapy at clinics can vary from nothing to $20 a session. Some clinics charge a moderate but flat fee to all. Others start at 25 cents to 50 cents per hour and try to adjust their costs to a family's ability to pay.

Hospital costs

a. Public. Costs for care at public mental hospitals are scaled to family income. New York State authorities estimate that it costs $165 a month to maintain a patient in an institution. Families who can afford it are asked to pay the full amount. There is no charge to patients admitted to Veterans' Administration Hospitals.

b. Private. Costs at private mental hospitals usually start at $100 a week. There are extra charges for professional services, and, depending on the type of care, these will range from $25 to $150 a week.

Severely ill children

Private day schools cost between $2,000 and $3,500 a year. Residential centers charge anywhere from $4,000 to $12,000 a year. Public facilities, where they are available, have sliding fee scales.

INSURANCE COVERAGE FOR MENTAL ILLNESS

1. There are 79 separate Blue Cross Hospitalization plans in the U. S. Sixty-four cover nervous and mental disorders in their **most comprehensive certificates.** One-third of these plans offer the same benefits for mental illness as they do for other illness. The remainder provide limited coverage for mental illness. Blue Cross benefits are usually available only in general hospitals, *not* in either private or public mental institutions.

The Blue Shield Surgical-Medical Plan in *expanded* contracts written *after 1956* provides 30-day benefits for in-hospital mental treatment and special allowances for electric shock treatment in or out of hospitals. Insulin shock treatments are covered under contracts which provide benefits for home and office medical care.

About 80 percent of the Blue Shield plans now in effect were written before 1956 and they do not provide this type of hospital coverage. These plans award benefits for electric and insulin shock treatment only.

2. **Basic group medical insurance** covers nervous disorders treated by an M.D. in private practice, in psychiatric clinics, general hospitals and in private mental hospitals when these fulfill the definition of a hospital in the contract. Patients in a public hospital are not entitled to benefits; if the patient is being charged for his care, insurance companies *may* award benefits. No benefits are available to patients treated by *non-M.D. specialists.*

3. **Most basic individual medical insurance** is similar to basic group medical insurance. About 46 percent of the policies written in this way exclude benefits for mental disorders entirely.

4. **Group major medical coverage** usually pays 50 to 80 percent of the costs of a covered illness after $100 to $200 deduction. This applies in nervous and mental disorders when the patient is hospitalized or so disabled he cannot work. An outpatient who is still able to work will usually receive 50 percent of his costs after the first $100 to $200. Same limitations as stipulated by the basic group medical insurance described above.

There are many medical insurance plans. To be sure of your coverage, read your policy carefully.

N.B. On income tax returns, costs of treating mental and emotional disorders are handled the same as medical deductions.

WHERE TO GO FOR HELP

The following people and agencies in a community will know local resources and whom to contact:

1. Your family doctor.
2. The local or state mental health association.
3. City or state mental health, public health or welfare department.
4. Any local hospital or medical school.
5. Local social service agencies.

If information is not available from these sources, write to:

1. **The National Association for Mental Health** 10 Columbus Circle, New York, N. Y.
2. **The Family Service Association of America** 215 Park Avenue South, New York 3, N. Y.
3. **The American Association of Psychiatric Clinics for Children** 250 West 57th St., New York, N. Y.
4. **The National Organization for Mentally Ill Children** 171 Madison Ave., New York, N. Y.
5. **American Psychiatric Association** 1270 Sixth Avenue, New York, N. Y.
6. **The American Psychoanalytic Association** 1 East 57th Street, New York, N. Y.

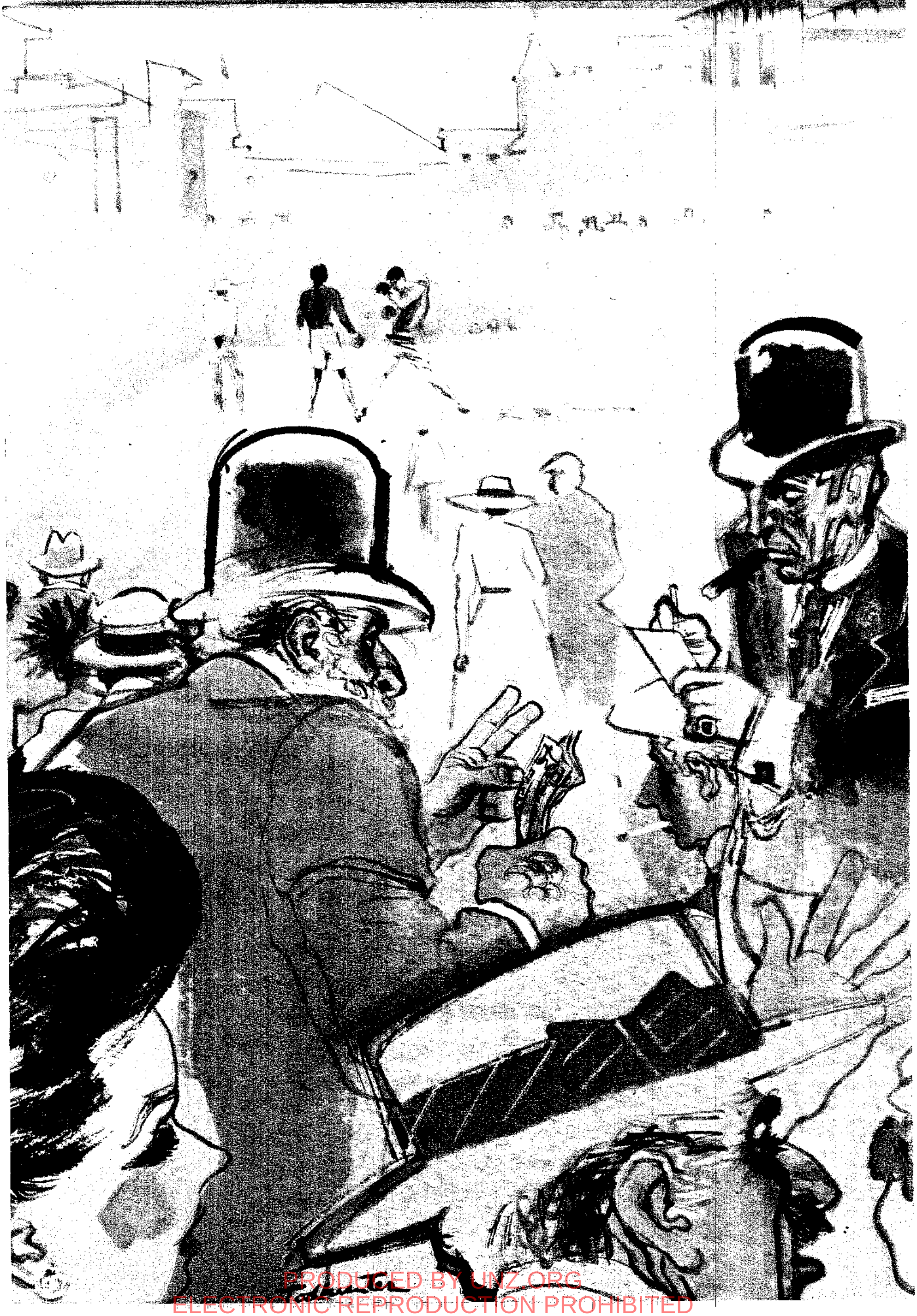
Next month: MANAGING YOUR MONEY

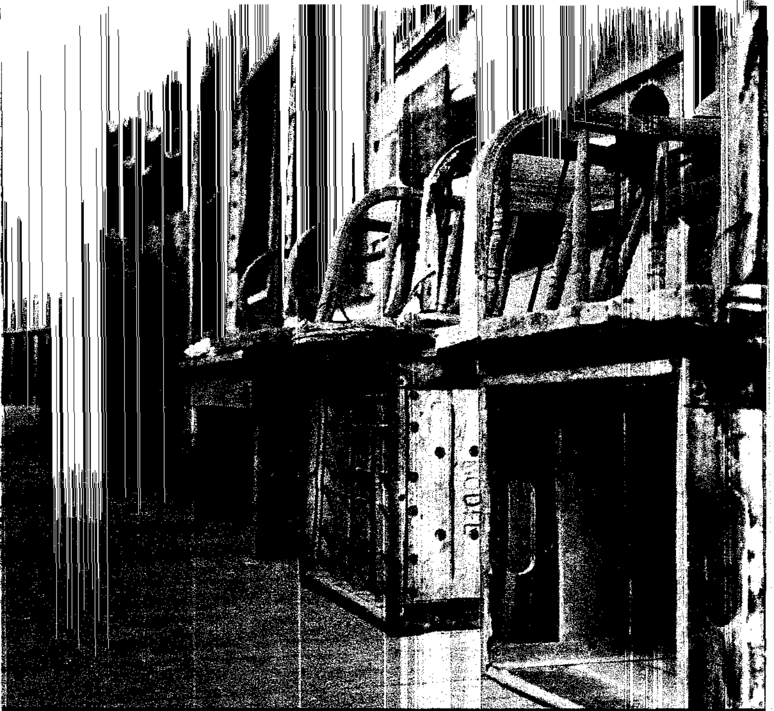
A fact-packed, 24-page section that will help you get more out of your income. Including: how to cut a budget; teach children about money; borrow wisely.

Norman Todhunter

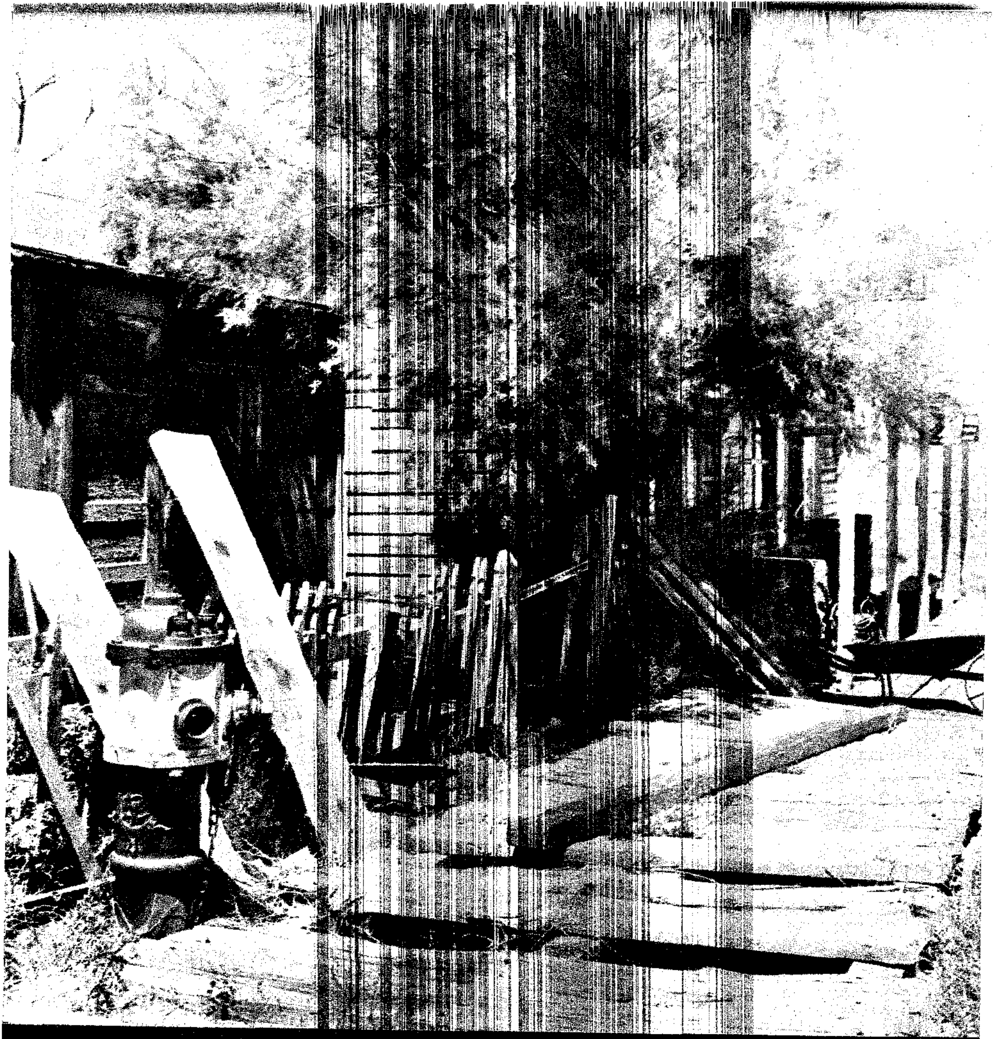
BOOT GRAVEYARD
George Johnson
Hanged by mistake

TOMBSTONE, ARIZONA, has taken a new lease on life, thanks to television's current fascination with the "Bad Old Days" of the Wild West. In its heyday—the 1880s—no town was more sinful than this silver mining camp. Two out of every three buildings in the "business" district were saloons or gambling dens, and law was in the trigger-happy hands of the Earp brothers, Wyatt, Morgan and Virgil. The whitewash of legend has made them heroes, but one reliable version of their famous gun fight with the Clanton-McLowery gang at the OK Corral says the Earps ambushed their enemies when two of them were unarmed. And in Boothill Cemetery (its population died with their boots on) is the epitaph of Billie Clanton and Frank and Tom McLowery: "murdered on the streets of Tombstone." Underground water closed most of the mines after one roaring decade. Now there's a new boom—serving visitors who seek the legend at its source.

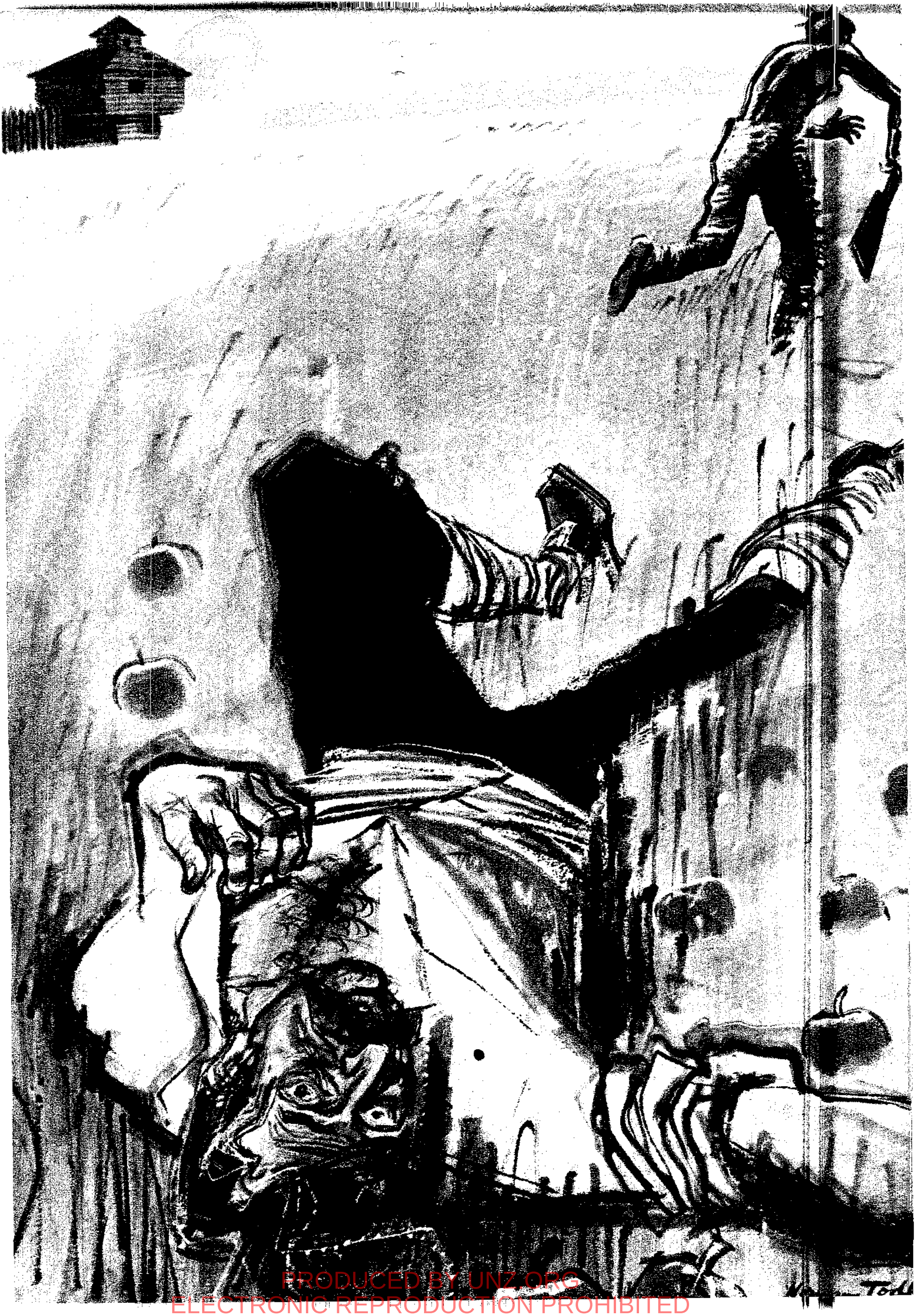


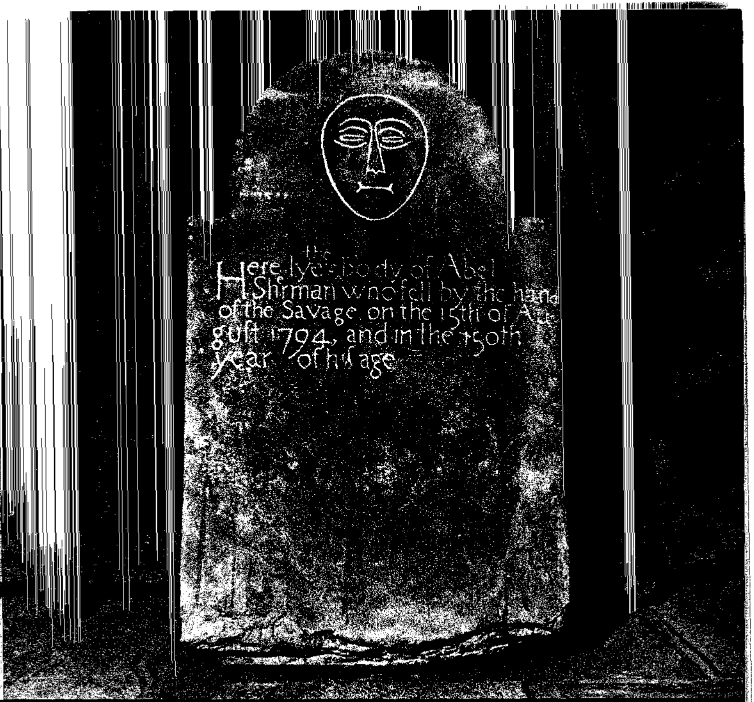


GOLDFIELD, NEVADA, until 1902 was called Grandpa. Then someone found it was sitting on gold ore worth up to $100 a pound, and 30,000 miners, gamblers and camp followers moved in. The name was changed to fit the scene of feverish digging and free-spending. In 1906, the entire sporting world focused on the boom town as Joe Gans licked Battling Nelson in an epic 42-round lightweight title fight staged by a budding promoter and saloonkeeper named Tex Rickard. Rickard's gaudy joint burned in 1923, the last "good" year. Since then, the mines have become unprofitable and the population has dwindled to 184. Dust from unpaved streets lies undisturbed on legless chairs propped on crates outside the old Santa Fe Club, where miners' boots once clumped. The few remaining men still gather in the cool barroom to talk hopefully about a rise in the price of gold. Then maybe they could work the leftover low-grade ore.

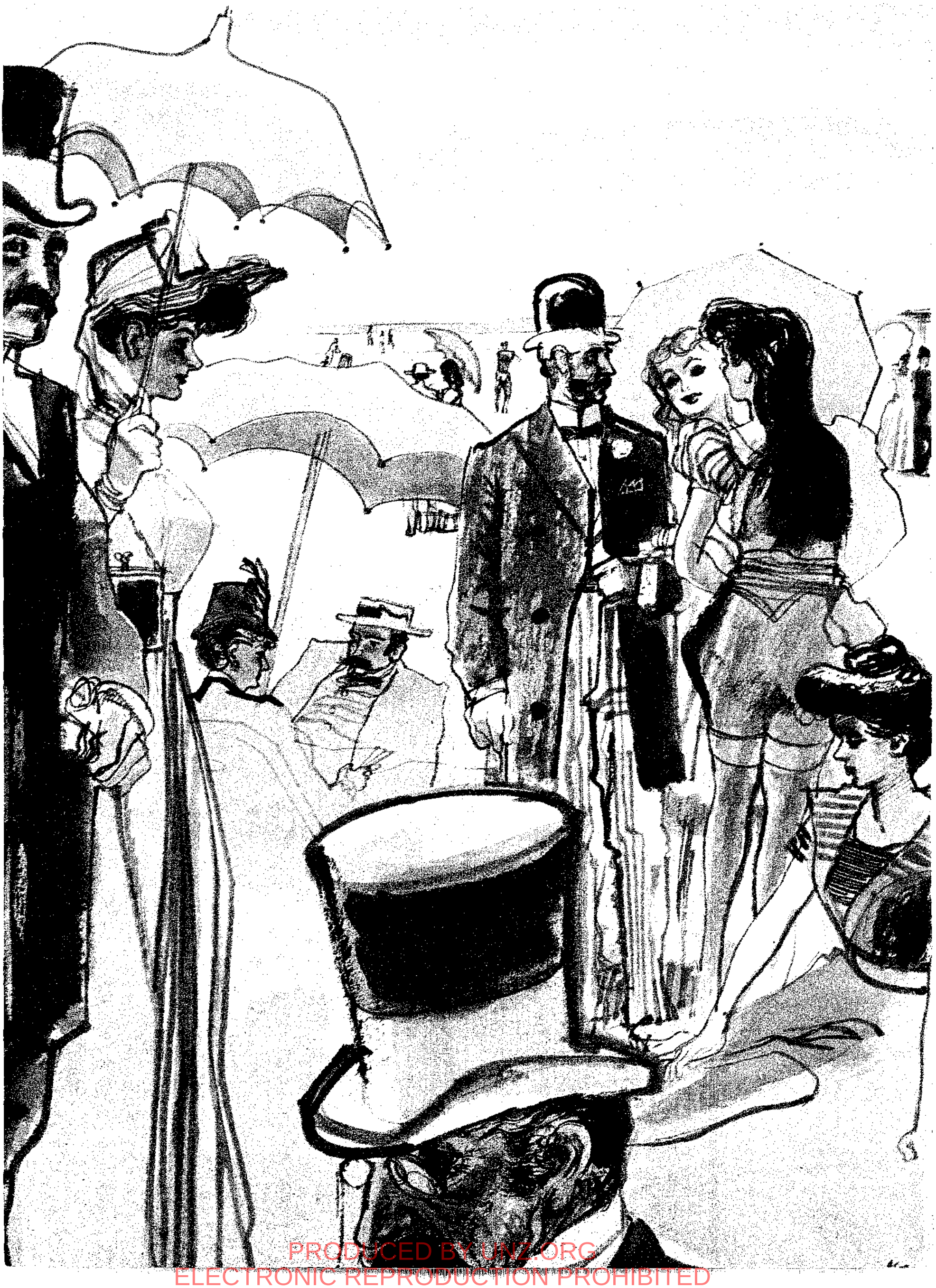


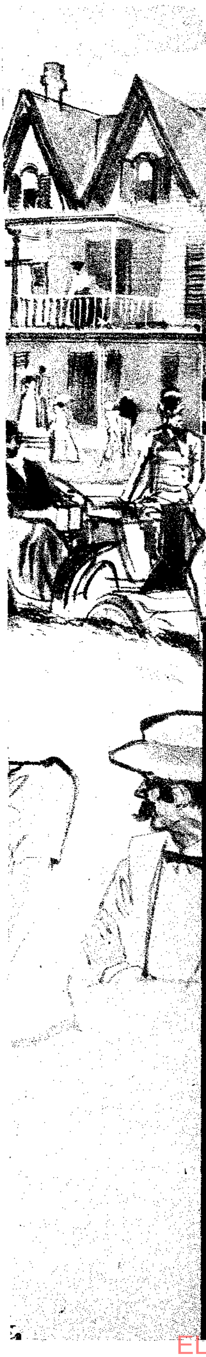
Timber for old-time sidewalks and pipe for hydrants had to be hauled across the Nevada sands, but they gave the town an air of civilization, once. Then the gold gave out, and the veneer of glamor faded fast. Now only tumbleweed, bowled silently by the hot wind, moves down this vacant street toward the desert. The traffic heads straight for Reno and Las Vegas, nowadays.

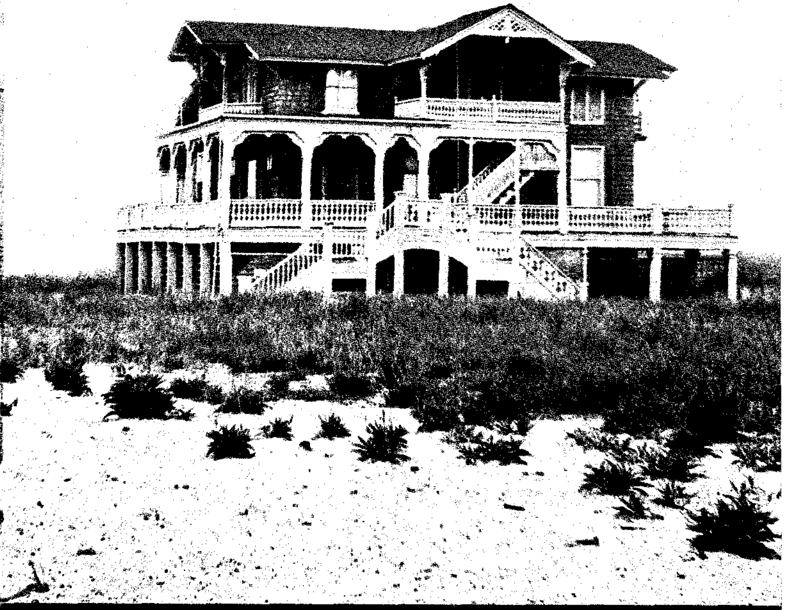

Todh


the
Here lyes body of Abel
Shirman who fell by the hand
of the Savage on the 15th of Au
guſt 1794, and in the 150th
year of hiſ age

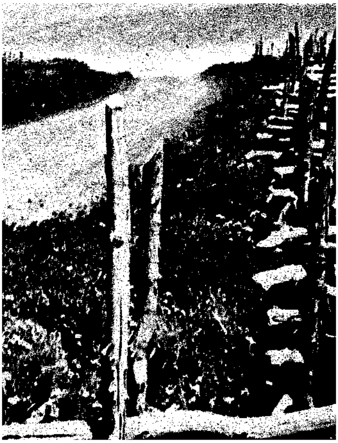
MARIETTA, OHIO, was settled by veterans of the Revolution, the first land gained from the Indians by title. Opening the way West was dangerous, as Abel Sherman's New England-style tombstone testifies. One day, six years after Marietta's founding, Sherman shouldered his flintlock and set out to look for a cow. As dusk fell, he stopped to gather apples. His son heard two shots, grabbed a gun and ran toward the sound. Under the trees lay Abel Sherman, his shirt bulging with red apples, a redder stain over his heart. A trail of blood in the brush marked the Indian's hiding place. The Ohio River was the Big Road West, plied by five-deck riverboats with cut-glass chandeliers, miles of gleaming brass and sofas of goosedown. Then came the railroad and Progress moved North. Yet even today, a few stern-wheelers, twinkling at night like upside-down Big Dippers, churn the pioneer waterway.

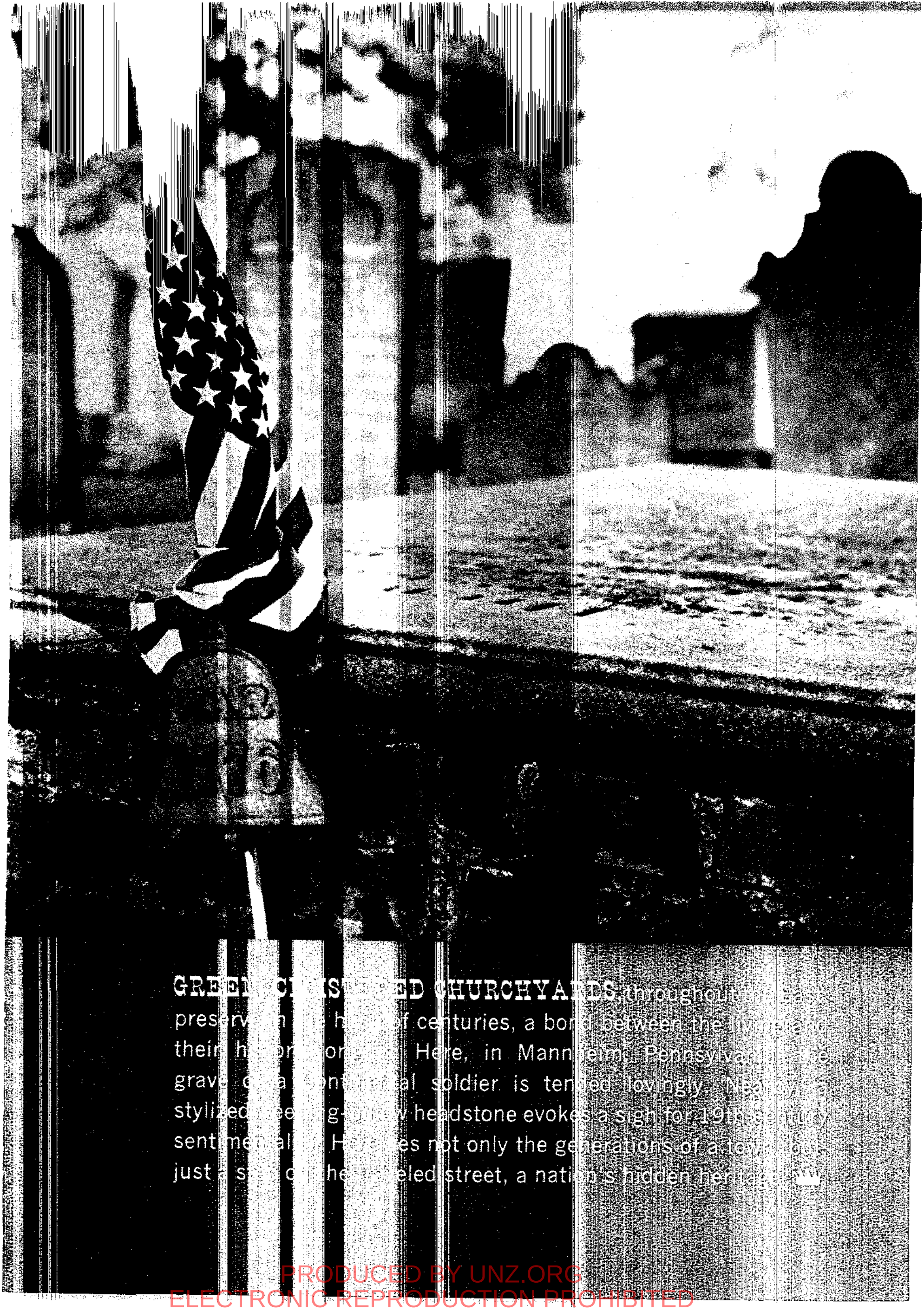






SEA BRIGHT, NEW JERSEY, is not so very old in time, but nothing could be more remote today than the world of dignified amenities that once revolved about these Victorian beach "cottages." Wood was cheap then, and summer homes were built to the dimensions of a small palace, turreted and laced with gingerbread. Men took to the surf, but swimming was not a sport for ladies. One didn't expose one's body to the sun—one sat in the porch swing with a fan to help stir the Atlantic breeze, or took iced-tea and watercress sandwiches with the other families who came down from New York by train, taking a carriage from the station. The same ones came every year, people of substance and contentment who thought, perhaps, the world would go on thus forever. But leisurely elegance, doomed by war, taxes and the speeding-up of modern life, ended its days, like a gentlewoman reduced to taking in boarders, shabby, but still impressive.





GREEN CLOISTERED CHURCHYARDS throughout the East preserve in the hush of centuries, a bond between the living and their historic origins. Here, in Mannheim, Pennsylvania, the grave of a Continental soldier is tended lovingly. Nearby, a stylized weeping-willow headstone evokes a sigh for 19th century sentimentality. Here lies not only the generations of a town but, just a step off the traveled street, a nation's hidden heritage.

BY JACK CUSHMAN

Is there a HERO in the HOUSE?

No wife can resist the charming fake who feigns an air of noble martyrdom

TELL US, JACK, what's this about you crash-landing an airplane?"

Well, the lady had asked me and it was her party. I found myself assuming the bold "Knight of the Air" attitude as I described the incident. With a genuine lack of modesty I threw in such comments as "I surveyed the instrument panel carefully" (despite the fact that the airplane I was flying has fewer instruments than a motor scooter). "I decided to execute a 180°" (a little flyer's talk), and I added a touch of devil-may-care by admitting I had never before flown upside down and backwards so close to the ground.

Naturally, by this time I had my audience mesmerized. Then it happened. One of the other husbands said quietly, "I've always wanted to fly light planes myself, but I never felt it was quite fair to my family to take such an extra risk."

And, in case anyone had missed his point, he added, "Oh, I don't mean to imply. . . ."

Oh no, of course he didn't. But instantly my "Knight of the Air" medal was replaced with a "Bum's Rating First-Class."

Now I happen to know a couple of things about this noble character that would take the gloss off his self-awarded "Perfect Husband" medal. And, I wouldn't be surprised if he gets air-sick riding an escalator. But give him his points. He knows how to impress women. The adoring look he got from his wife and the cold stare I got from mine told the story.

This episode shut me up. With my mouth closed I had time to think and observe. I discovered something vital to all men: while you and I may restrict our study of women to the observation of contours, some men, intuitively or intentionally, have concerned themselves with their psychological make-up.

First of all, women separate men into two distinct classes—heroes and bums. And there are lots of men who hold down full-time jobs, take good care of their families, have good credit ratings, keep their shoes shined and wear average suits in an average manner—but who are bums, in the opinion of women. Have you ever analyzed your rating or how you got that way?

Pay attention now because I'm going to explain some basic technique that may help you move from Bumdom to Heroland today.

Suppose, for example, that you get trapped in a wife-arranged neighborhood canasta party and are unable to make the regular men's poker session. How do you tell the boys you can't make it? If you're a bum, you come right out with "Yeah, I'm trapped; think of me when you break open the beer."

The neighborhood hero, faced with the same situation, may be as resentful as you are, but his heromanship is masterful. He carefully selects a time when a few feminine ears are tuned in, then explains, "Hate to miss the fellowship, fellows, but I'm taking the little wife out for the evening. The kid deserves it."

Note the difference. You presented the image of a selfish beast, but our hero made it appear that he willingly gave up his "fellowship" (heroes invariably use words like that) to show his young, little wife a good time. (Her bulk may shake the earth with every step, but she is always referred to as the "little" wife. This, combined with "kid," presents a picture of his masterful protection of her shy innocence.)

Consider the act of purchasing an automobile. I bought one recently and I really had a time. Sported around, showed my friends the latest gadgets while admitting wryly that I had to overcome some objections on my wife's part. The hero's way, I realize now, would be to sport around, show off the gadgets, but add, piously, "I felt my family deserved a safer, heavier car and (with a slight pause for emphasis) of course I got power-steering for the little wife."

Do you like to play catch or go on hikes with your son? Think of it as just plain fun? If you do, you're a bum. Heroes may play catch and go on hikes but they never speak of these activities as being fun. They refer to such events as "spending time with the children in spite of a crowded schedule." The sacrifice, you notice, must always be obvious.

The hero makes excellent use of a few trite, stock phrases. One of his favorites is, "I've got standards." He uses this phrase whenever compromise is inevitable—whether it be a home, community or job situation. He waits until everyone else commits himself to a less than completely satisfactory solution to some problem. Then, with a practiced, troubled air, he says, "What really bothers me is that this solution violates my standards."

What he means is that he didn't get his way, but the implication is there: other people can compromise easily because they don't have such high standards to meet.

Another effective adaptation of

the "high standards" technique is to join some civic committee but contribute nothing, absolutely nothing, until an agreement has been reached. Then, just as the stamp is about to be placed on the plan of action, you rise and say, "Mr. Chairman, I believe that anything worth doing is worth doing well."

Your wife will pick this up quickly, and you will soon overhear her telling a neighbor, "My Harry always says, 'If it's worth doing, it's worth doing well.' "

Have you ever sat in a community group trying to determine a date that will be satisfactory to all for the next evening meeting? Well, next time you're in such a situation, here's a way to add a cluster to your hero's medal. Simply refuse to accept a particular evening because "That evening is our family night." The image conjured up in the minds of the women present is of you reading poetry aloud to your adoring family; they'll never know that you fell asleep in front of the TV set—which pleased the wife and kids no end because then they didn't have to watch the fights.

Perhaps by now you have recognized an acquaintance of yours as the "hero" type; maybe you even plan to needle him the next time he pulls on the cloak of gallantry. Don't. He'll beat you into the woodwork, quietly but completely. Probably any needling you do will be countered with an all-knowing (yet sympathetic) implication that you're sick. First thing you know you'll be shouting. At this point, you are completely lost; the hero doesn't accept rules that involve uninhibited, free-swinging verbal exchanges. He is calm and patronizingly overbearing in disputes.

Remember, his most potent weapon is psychology. While you or I might proclaim vehemently that some guy is simply a jerk, the hero's typical comment might be, "I feel sorry for that poor fellow, he's so mixed up. Really isn't responsible for his actions."

No, you can't lick 'em. Your only hope is to join 'em. All you need is a little pretense, a little fakery, a little quackery combined with a sense of timing, a feigned sense of noble sacrifice and a practiced, troubled air.

Remember, you don't have to be a bum. You can even be a hero—if you are willing to be a heel.

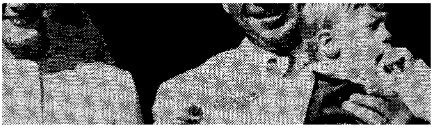
A WORD TO THE WISE

ALWAYS BE TOLERANT with a person who disagrees with you. After all, he has a right to his ridiculous opinions.

—*Quote*

IF YOU MUST talk about your troubles, don't bore your friends with them—tell them to your enemies, who will be delighted to hear about them.

—PAUL PREHODITCH



on July 13, 1953. And just four hours after the twice-divorced, 41-year-old Ferrer married the blonde singer—to the dismay of everyone who knew them—he received a mocking six-word telegram: "And they said it wouldn't last!"

Since that moment eight years ago, few people have been able to reconcile themselves to the fact that Ferrer—known as a fussy, pedantic, cold, ambitious and intellectually insatiable actor, director, producer, painter, linguist and singer—could live with a supposedly unsophisticated, naive—and, by implication, rather unintelligent—girl who informed him several weeks before the marriage that her goal in life was to produce six children.

But the fact of the matter is that Ferrer doesn't live with such a person—and never has.

And the tight-lipped, egotistical José Ferrer that movie audiences have met in dozens of films—from *The Caine Mutiny* to *Moulin Rouge*—simply does not exist once he enters the Beverly Hills house he shares with his wife, five children, mother-in-law, Rosemary's 16-year-old half-sister, cat, four dogs and three pregnant guppies. Nor does the supposedly empty-headed girl to whom he is married exist *at all*.

"During my lifetime," says Rosemary Clooney, acid creeping into her molasses voice, "I *have* managed to read a book."

In reality, shrewd, sophisticated Rosemary reads about five books a week and protects her emotional, unsophisticated husband from the effects of his constant collisions with people from whom he has expected too much.

"Joe is the most naive man in the world," says writer Ron Alexander. "He trusts people. You can flatter him. You can fool him. But you can't fool or flatter Rosemary." She acts as a buffer between Ferrer and anyone she thinks is trying to take advantage of him.

Ferrer lends hundreds of dollars on an obviously fabricated hard-luck story and occasionally cries in sympathy with the borrower. He doesn't wear glasses—although he must squint and swear at words in anything less than perfect light—because he was once warned by a friend that glasses "make the eyes worse." He is continually hurt by people because he believes them—and in them. "It is impossible to make Joe understand why anybody would tell a lie," says Rosemary. Adds a close friend, actor Edward Platt: "Joe believes in the luxury of being honest. That's why so many people hate his guts."

Versatile and talented, Ferrer won an Academy Award in 1950 for *Cyrano de Bergerac;* once acted in, directed or produced four plays on Broadway at the same time; holds press conferences in English, French, German, Spanish and Italian; plays chess with experts—for relaxation—and rides to the hounds. In addition, he cuts his own hair because "a visit to a barber takes too much time." From his daily 6:30 A.M. tennis lesson to his daily 6:30 P.M. singing lesson, he is constantly whipping himself forward, as though each second of wasted time is a personal defeat. It has been theorized that this frantic need to prove himself stems from the fact that he is a Puerto Rican. If this is not the whole answer, it is quite true that he is fond of saying he is "just a leetle Puerto Rican boy who made good."

In making good he has strewn behind him a trail of secretaries, assistant directors and actors who would not work for him again "for $1,000 a week." Almost hysterically upset by incompetence or unprofessionalism, he insists that actors wear clean shirts to rehearsals of any movie he is directing and that nobody drop a candy wrapper or cigarette butt on the carefully scrubbed floors of his sets.

"I am fussily, pedantically neat in my work," he concedes. "I feel violated by a cigarette ash."

While directing *Return to Peyton Place,* he was informed by actress Carol Lynley that she was being married at 8:30 the next morning. "How nice for you," he said. "Your first scene is scheduled for 11:30. Be here."

His friends—although uneasy at his inflexibility and sporadic outbursts—are fanatically loyal. "He fills you with his love of life," says Ron Alexander. "I have worked with him for 15 hours on a script problem and gone home recharged instead of drained. He gives to you; he doesn't take from you."

At home, the meticulous Ferrer lives in chaos—by his own choice. And a basically neat, brisk and efficient Rosemary Clooney shrugs her shoulders and joins him there—as she would probably join him in Hell, if he asked her to. This is perhaps the secret of their marriage.

"Joe is the most naive man in the world. You can fool and flatter him. But you can't fool or flatter Rosemary"

In a household where the statistics are overwhelming—each week the five refrigerators store 42 quarts of milk, 14 quarts of orange juice, 30 pounds of fresh oranges and 12 dozen eggs—no one has the comfort of an assigned job. The secretary is expected to soothe a sick dog, the cook to vacate the kitchen when Rosemary or Ferrer decides suddenly to cook dinner. (While Rosemary sleeps until 9 A.M., Ferrer unconcernedly changes diapers and makes breakfast for the four older children—who appreciate his talents so much that they refuse to eat bacon cooked by anyone else.)

The children—Miguel, six; Maria, five; Gabriel, four; Monsita, two; and Rafael, one—are everywhere. "Nothing is chained up in this house," says Rosemary's mother, Mrs. Frances Stone, who has lived with them since Miguel's birth, "not children, not dogs, not ideas."

Maria roller skates down a hall lined with modern art. The bench of the grand piano is filled with holes because "Miguel got a tool set for Christmas," and Miguel's electric-train table sits in the living room, along with Ferrer's pre-Columbian artifacts. "There was nowhere else to put it," says Rosemary. "We refused to say, 'It's yours, but you can only play with it once a year.' "

This freedom is the result neither of carelessness nor of license. It is merely another facet of the innate respect for life that makes both the Ferrers refuse to chain their dogs and requires José to knock at the doors of his children's rooms before entering. "If you are going to have children," says Rosemary, "you must be prepared to live with them. And that means all day every day and all night every night."

("The Ferrers may be able to live with each other," said one movie colony butler, packing his suitcase, "but I cannot live with them.")

In return for such freedom, the children are expected to respect the Picassos, the six antique porcelain, ivory and wood chess sets and the $14,000 worth of recording equipment in the living room—where Rosemary records portions of her daily radio show with Bing Crosby.

"There is a bigness about both Joe and Rosey," says one friend. "Life seems too small to hold them. They laugh louder than anyone else and talk more and play their stereo louder. Even their bedroom is overwhelming."

The Ferrers' bedroom is a kaleidoscope of *things*. Riding boots; a traveling case for books; empty animal cracker boxes; the cat's scratching post, sandbox and bed; a crib for whatever child happens to be sick and in need of company; a piano; a half-empty box of dried figs; two sofas, two overstuffed armchairs, three pine cones. Paintings crowd the walls. Five hundred books are crammed into the shelves above a massive fireplace. At least 200 more books are stacked haphazardly across the floor, with a pile of 20 on Ferrer's side of the king-sized bed, a pile of 20 on Rosemary's side.

"To relax," says Rosemary, "Joe and I sometimes never get out of that bed all day."

While Miguel's bulldog chews on the rug and Rafael teethes on the quilt, the Ferrers lie in bed, drink beer and talk. After eight years of marriage, they are miserable when they cannot talk to each other. When Rosemary is singing in Las Vegas or doing a television spectacular in New York, Ferrer is—uniquely for him—subdued, lusterless. "We enjoy talking to each other," he says. "We have almost identical points of view on everything. It makes it terribly tiresome for other people—particularly since we would invariably rather be alone together."

Yet it would be difficult to find two people seemingly so ill-matched. Sixteen years younger than her husband, Rosemary is full-blown, as ripe as a summer pear. Ferrer has a cold, pinched face, poor posture that makes him appear several inches shorter than his 5′11″, narrow shoulders and a prizefighter's chest. The son of a Puerto Rican lawyer and a sugar plantation heiress, he was born rich, was graduated from high school at 14, went to Switzerland for international flavoring and then—at the age of 16—entered Princeton University. Rosemary, born in Maysville, Kentucky, the daughter of a house painter, attended a Catholic school, but was singing one-night stands with a dance band when she was 18.

His success was planned; hers was accidental. The solo that led her to a recording contract was first offered to her younger sister, Betty. "I'm homesick," Betty said. "I don't want to sing with the band. I want to go home. Give the solo to Rosemary." After that, clever managers pushed Rosemary to the top with little help from her and a great deal of help from her voice.

When she married Ferrer, she followed actresses Uta Hagen and Phyllis Hill. There was no reason to expect that this marriage would be any more of a success than the other two. For a year it wasn't. Says a friend, "Rosemary just couldn't get used to Joe's way of doing things—which included inviting both of his ex-wives out to lunch."

But through tact and insight, Rosemary managed—especially after the birth of their first son, Miguel—to get things on the smooth road to happiness.

Rosemary's approach to the marriage contrasted with the attitudes of Ferrer's first two wives. Both had demanded their independence. Extroverted Uta had matched Ferrer in every way without trying and half the time had managed to take the stage away from him. Phyllis Hill had spent years insisting that she would not be merely "Mrs. Ferrer."

In his third wife, Ferrer had found someone who delighted in that title. The first time she watched his face fall when someone called her "Miss Clooney" at home, Rosemary left strict instructions that in the house no one was to call her anything but "Mrs. Ferrer."

She doesn't compromise with him; she merely gives in. She had looked forward to a costume ball for months. When he forgot about

José strives to excel at everything he tries. Above, he takes 6:30 a.m. tennis lesson under Rosemary's critical eye.

it and bought tickets to a prize fight between two second-rate welterweights, she didn't even tell him he had forgotten. If he sees an advertisement for a Snorkel pen and decides he must have it immediately, she drives to the department store to buy it for him. "In many ways, Joe is still a boy," one friend says. "Rosemary caters to all the boyish things beneath that smooth, sophisticated surface."

The catalyst that fused the couple after their first accidental meeting at a party was curiosity. "I matched Joe's curiosity," says Rosemary. "That was the attraction between us." She has learned about prize fights and prize fighters, and can quote statistics and appraise punches. She has studied Shakespeare since her honeymoon, reading most of his plays during her five hospital visits. She has also read enough other things to help make the family book expenditure total several thousands dollars a year.

NOTHING is above or beneath Ferrer's curiosity. His current goal is to sing at Milan's La Scala opera house. José approaches everything with intense concentration. Even so, he can flick off his mind and fall asleep within 30 seconds, while Rosemary's reading light shines in his eyes and the noise of the television set attacks his ears. Never in her life has Rosemary been able to go to sleep without a struggle.

"Concentration is Joe's genius," says Rosemary. Her own genius is for living. She has been pictured as sweet and inept. Instead, she is, according to their friend Ron Alexander, "a very, very strong person." Another friend adds that "Joe could not calculatedly cause pain, but Rosemary would actually kill anyone who tried to hurt Joe or the kids." It was Rosemary who named the children out of pride in her husband's Puerto Rican ancestry.

Completely practical, Rosemary handles the logistics of the household like a general and rarely even remembers her wedding anniversary. Once, when Ferrer insisted that "we do something special on July 13th," she answered, "But of course, that's the night before Bastille Day." Ferrer is unfailingly sentimental, however. Last Valentine's Day he sent bouquets of flowers to everyone in the house—including one-year-old Rafael.

None of these qualities comes across in public or on the screen. Ferrer doesn't try to explain it. "I've often been wounded by the reputation I have (as a temperamental perfectionist). For 20 years I worried about it. I still don't understand, but I've reached an age where I no longer worry."

Ferrer's egotism is as much a myth as his coldness. When Rosemary plays any of his records—a pastime she delights in—he writhes in the living room for five minutes, then retreats to the garage.

Until this year, every movie he directed—and most of those in which he acted—were commercial failures. When producer Jerry Wald hired him to direct *Return to Peyton Place,* Ferrer had been unemployed in Hollywood for three years.

Yet he was prepared to resign the first time he felt he was not being given a free hand. After an argument with Wald, he leaned across the desk and said, "Jerry, you're buying Joe Ferrer. Maybe you bought the wrong man, but you bought him and you'll do it my way or you'll do it without me." He won his point.

At the age of 49, Ferrer is seemingly untroubled by the "terrible awareness of the shortness of time, of impending death," that worried him ten years ago. "I feel strangely fulfilled—mostly because of my marriage and my children—but also as the result of three years of unemployment. The first year was agonizing. The third year was fun. In those three years I realized how unimportant to my personal happiness being 'professionally desirable' was. I know I have talent. It doesn't matter to me any more who else knows it."

During those lean years, Rosemary brought in the money that supported them. The man who couldn't bear to have his second wife compete with him—even in telling jokes—had mellowed enough so that his frustration showed only in his paintings. Shell-shocked soldiers and fog-draped surrealistic faces poured out of his garden workshop during those three years. By polite agreement, the couple simply avoided the subject of money. Rosemary's only comment to a friend was, "We did decide we might as well do something constructive with the time, so we had two children." They also fished for trout, went to "the fights" twice a week and spent their evenings sitting next to each other on one of their three piano benches, singing endlessly.

On the brink of 50, Ferrer retains an enjoyment of life that occasionally causes him to kneel beside a bush and stare at it for five or ten minutes. When he stands up again, he will say, wonderingly, "What a beautiful bush. What a beautiful thing to see."

He is too complex not to remain anxious and greedy for accomplishment. Looking at a shelf of books, he is still likely to say despairingly, "I'll never have time to read them all." Rosemary, more comfortable with herself, will merely ask, "What can I read today?" Life is her ally, not an opponent. Radiant during her nine months of pregnancy, she looks forward to childbirth with the same sense of joy that infects Ferrer in sunlight.

On the day that Rosemary has her suspicions of pregnancy confirmed, she and Ferrer share a bottle of champagne (*Cuvrée* Dom Perignon, 1947). On the day the baby is born, Ferrer takes another bottle to the hospital. There is only one bottle left in the case of champagne Ferrer bought for this purpose. (The 11th bottle was opened in July 1960, but Rosemary had a miscarriage in August.)

"Before I was married, I wanted six children," says Rosemary. "Now I wouldn't consider stopping with only six."

And Ferrer adds wryly, "We have one more case of champagne. It would be a pity to waste it."

Yours—that you may discover for yourself a miracle of skin beauty

FREE

with this amazing offer

Bio-Rich Beauty Cream

containing precious ingredients of creams selling in exclusive salons for $10, $15, even $25 an ounce!

Your Skin May Be Crying Out For This Precious Help

Age is the prime reason why skin beauty fades. The hands of time cannot, of course, be turned back. But there are other reasons why your skin may have dried out, lost its dewy freshness, developed lines and wrinkles: over-exposure to sun or wind, heat, hard water, strict dieting, harsh detergents, neglect. If *your* skin beauty has begun to fade too soon due to any of these factors, don't despair. Bio-Rich Beauty Formula Cream can go a long way toward *helping* you regain your natural skin beauty.

For here, blended into a delightfully gentle cream, are actually 12 (yes, *twelve*) of the precious ingredients of the costliest beauty creams. Ultra-refined *Polyunsaturated Oils,* natural elements of healthy young skin that drain away as skin ages; *Feminine Estrogenic Hormone,* (so abundant in young women of 18) in safe gentle dosage; *Vitamins A, D, E and B-6;* moisturizing substances; essential oils, Lanolin, Allantoin, Royal Queen Bee Jelly, and costly perfumes!

After your regular nightly cleansing, simply smooth this rich, lightly fragrant cream onto your face and neck. Take less than one minute to apply! You'll feel an immediate sense of luxury as the superb ingredients of Bio-Rich begin to be absorbed, leaving no greasy film to soil your pillow or clog your pores.

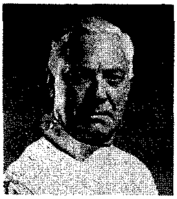
Then, as you sleep, protective, moisturizing agents sink into the sub-surface tissue of the skin to help smooth out tiny lines and wrinkles; rich constituents treat your skin to help create the appearance of a lovelier texture. Each day as you watch, your skin will seem to radiate new life and beauty by losing its old "neglected" look. You owe it to yourself to see these wonders happen before your very eyes!

Yours FREE! Compare it to $10 creams!

FILL IN AND MAIL THE CERTIFICATE NOW FOR YOUR FREE TRIAL SUPPLY

FREE 10-DAY SUPPLY
BIO-RICH BEAUTY FORMULA CREAM
Send only 10¢ to help cover shipping

Contains ingredients of creams costing $10, $15, even $25 an ounce in exclusive salons!
Rich in Polyunsaturated Oils, Estrogenic Hormone, Lanolin, Vitamins, Allantoin, Plus Royal Jelly!



To prove to you the remarkable results you can obtain with Bio-Rich Beauty Cream, we'll send you a full 10-day supply free. We do this because we realize that even the most perfect skin cream produced by science cannot truly satisfy you if it does not enhance *your own natural beauty*. For when all is said and done, when the many precious ingredients are purified, tested and blended into the wonderful Bio-Rich Formula, it still must pass the most critical of all tests: *Will it actually help your skin to new beauty, more youthful appearance and loveliness as it has helped thousands of other women?*

Yes, each woman's skin has its own personal response to beauty treatments, that's why you can only judge *yourself* the effectiveness of any beauty cream. And that's also the reason why we are prepared to send you with our compliments a 10-day gift supply of Bio-Rich Beauty Cream—yours to try in the intimacy and comfort of your home.

Amazing Plan Offers Savings, Convenience!

Fill in the certificate now and send it to us. We will rush you, free, a 10-day supply of Bio-Rich Cream—plus suggestions for your daily beauty care and a reservation in the Bio-Rich Beauty Plan. This popular Plan will provide you regularly, every month for as long as you wish, with the Bio-Rich Beauty Cream you need. Yet, by participating in this Plan now, you are under no obligation.

When you receive your trial supply, use the cream every evening to see for yourself the help that the precious Bio-Rich formula can bring to your own beauty. You remain the sole judge. While actually using Bio-Rich, *you* decide whether you want to continue enjoying its benefits. If you are not completely delighted and do not wish to receive any additional cream, simply let us know by writing to us before the next monthly shipment—or use the handy instruction card we provide—and no future shipments will be sent. You are under no purchase obligation now or ever; you may cancel future monthly shipments at any time. In any case, the 10-day trial supply is yours FREE.

But if you are as pleased as so many other women are, you don't do a thing; under the convenient Bio-Rich Plan you'll then continue to receive fresh additional shipments of Bio-Rich Cream every month for as long as you wish—automatically and on time—at the low Plan rate of only $2.48 (plus a few cents Fed. excise tax and shipping) for each month's supply. You risk nothing—you may drop out of the Plan any time you wish without spending an extra penny, simply by notifying us of your decision a few days before your next monthly shipment. Take advantage of this generous beauty offer—*and see the results for yourself*. Fill in and mail the certificate *today!*

The Bio-Rich Beauty Plan
Division of Beauty Coin Products, Inc.
1861 Broadway, New York 23, N. Y.

IN CANADA: 394 Symington Ave., Toronto 9, Ontario

DETACH HERE AND MAIL TODAY

FREE BEAUTY CREAM CERTIFICATE

MAIL TODAY to: F-1B
The Bio-Rich Beauty Plan
1861 Broadway, Dept. F-1B, New York 23, N.Y

Yes, I accept your generous no-risk offer under the Bio-Rich Beauty Plan as advertised in Coronet.

Please send me FREE a 10-day supply of Bio-Rich Beauty Cream. I enclose 10¢ to help pay for postage and packing.

Name . . . .

Address . . . .

City . . . . Zone . . . State . . . . .

PLEASE PRINT

IN CANADA: 394 Symington Ave., Toronto 9, Ontario
(Formula adjusted to local conditions)

ELECTRONIC REPRODUCTION PROHIBITED

If Your Mirror Shows You These Tell-Tale Signs of Fading Skin Beauty...

flaking, slight peeling on forehead

fine dry lines under eyes

dehydration lines

"chappiness" around mouth

roughness under chin

"crepey" neck

Don't Miss the Generous FREE Bio-Rich Beauty Cream Offer

Described on Other Side of This Card

In youth, Nature herself provided the oils and lubricants, the hormones and moisturizers that keep skin satin-soft and glowing...firmer, smoother, more radiant. With the passing of years, the changes are sometimes slow, other times accelerated, perhaps by over-exposure to harsh weather, hard water, strict dieting, worry, nervous tension, etc. First, there is dryness...a lack of moisture that seems to steal the sheen and bloom from the skin. Then, tiny lines may appear ...on the delicate skin tissue around the eyes, near the mouth, in the center of the forehead. There may be a slight roughening of skin texture. There may be a slackening in the smooth line of chin or throat.

You know, better than anyone else, if *your* skin has begun to disclose these tell-tale signs. You know because your mirror tells you...and your mirror may also tell you how far Bio-Rich Beauty Formula Cream can work its magic for your improved skin beauty.

Take this wonderful opportunity to try Bio-Rich Cream for yourself. Discover if it can actually help *your* skin to new beauty and a more youthful appearance as it has already helped thousands of women. You can only gain! Mail the certificate and receive a full 10-day supply of Bio-Rich Beauty Cream *free* under the generous and convenient Bio-Rich Plan described on the back of this card.

Send certificate to:

The Bio-Rich Beauty Plan
Division of Beauty Coin Products, Inc.
1861 Broadway, Dept. F-1, New York 23, N. Y.
IN CANADA: 394 Symington Ave., Toronto 9, Ontario

DETACH CERTIFICATE PLACE IN ENVELOPE AND MAIL TODAY!

DETACH HERE AND MAIL TODAY

FREE CERTIFICATE ON OTHER SIDE

FREE

Bio-Rich Beauty Cream

under the convenient

BIO-RICH BEAUTY PLAN

Just fill in your name and address on reverse side—then mail this VALUABLE CERTIFICATE

H_2Oddities

Water, water everywhere—but not all fit to drink. Water, water everywhere—but far less than you think!

BY ROBERT RIENOW

The purity and supply of water are rapidly becoming matters of serious national concern. We think we know all about H_2O, but in reality our ideas about the element are cluttered with misconceptions. For example:

Spring water is always pure: The early settlers could count on this, but we can't. Water that passes through sandy, loamy soil is filtered, but if it springs from limestone formations which do not filter, pollution may be carried for miles.

Water has no taste: Even rain water picks up impurities from dust-laden air and catch basins. River, well and reservoir water contain a wide variety of minerals and substances in suspension that give a taste we get used to, and only notice when we drink from a different supply. Chlorine and fluoride put into city water systems add taste and smell. Even the purest sand-filtered water has a sweetish flavor.

Water never runs upgrade: Not so, as anyone who has ever used a siphon can testify. Water will travel up a tube at a steep angle as long as the tube's open end is lower than the surface of the water being siphoned. Suction starts the flow, which is continued by surface tension.

Trees use up much-needed water: Forests save so much more rain water than they use that they are extremely valuable to society. A forested slope will store four inches of rain, releasing it slowly into our water supply. But a stream from a cutover watershed will spill eight-tenths of its yearly flow between April and June, leaving but a trickle for the other nine months of the year. Selective cutting of trees can produce more water than virgin timber.

Water can't be re-used: We are now drawing more than 270 billion gallons of water each day out of a usable daily flow of 500 billion gallons. Much of this is used over and over.

In low water periods every gallon of water in the Ohio River Valley is used four times from outfall to filtration plant. But we are dumping more wastes into streams than we are removing.

America has plenty of water: If the rain that falls on the U.S. in a year didn't soak in, evaporate or run off, the land would be drowned in 30 inches of water. But that's a big "if"—our water supply gets only about three of these inches. We are now using three times the water per person we did in 1900. In 20 years, according to Senator Robert Kerr of Oklahoma, there'll be "an exact, delicate balance between supply and demand." Our demand is increasing at the rate of 25 percent every five years. Arizona is drawing twice as much water from the ground as soaks in, and in one section of the state the water level has dropped 55 feet in six years; in Green Bay, Wisconsin, it has dropped 435 feet in 22 years. Congressional studies forecast critical shortages in the near future, unless a large-scale water program is adopted.

Atomic power will make water power obsolete: Water is the biggest electricity-maker in the nation. Even though only 22.7 percent of our power is generated from hydroelectric plants, the 76.5 percent created in steam plants demands lots of water —from 600 to 1,000 tons of water for each ton of coal. Atomic plants, when established, will use equivalent quantities of water for cooling.

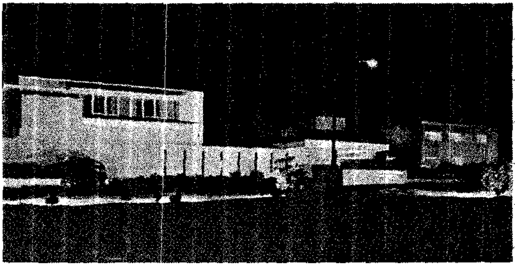
We need water mainly for farms and homes: Homes with running water consume about 150 gallons a day per person. National per capita water use for farms is 766 gallons a day. But water use for industry is an estimated 849 gallons a day for every person in the country. It takes 1,000 gallons of water to make one pound of high-grade paper—29,000,000 to produce the aluminum in one big bomber. Steel, rayon, gasoline, plastics, all require great quantities of water in manufacture. A one-pound sack of flour uses 375 gallons of water from field to you.

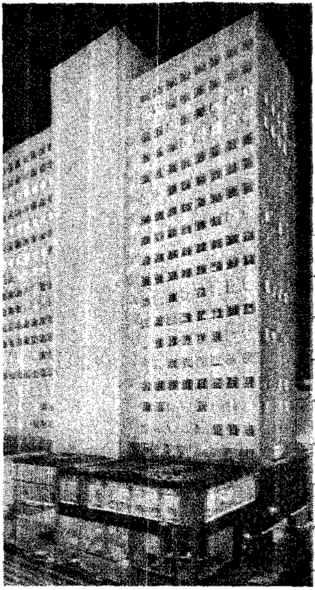
We need more big dams: Big dams are terribly expensive (the Shasta Dam in California cost $580,000,000) and, in the view of some experts, their maximum efficiency lasts only about 50 years. Then they silt up. The great Hoover Dam, only 25 years old, is steadily filling with silt. The best solution, many authorities say, is to deal with water on a broad regional basis, with a series of small dams, forestation, re-use of industrial water and reduction of pollution and wastage.

Water is cheap: A glass of water is still served free, but we are going to pay more and more for it in taxes and water rates. A Government study has advised that new Federal, state and local spending of $54 billion will be needed in the next 20 years for water-supply development. Many cities pay 20 to 40 cents per 1,000 gallons for water, though some Texas towns have paid as much as $6 per 1,000. During a recent drought, Dallas supermarkets sold the precious liquid for 50 cents a gallon. In such times, it becomes a headache to have a headache. You can't take an aspirin without water!

See how Wide-Lites
make lighting problems
easy!

Problem: make buildings beautiful at night

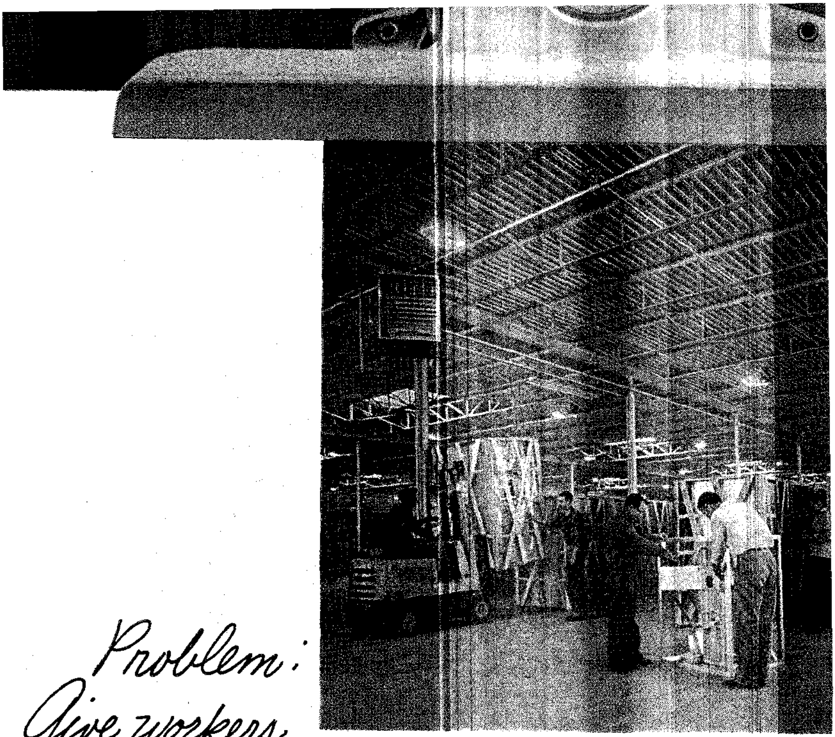




Why should your building's beauty be a sun-time thing? No reason at all—when Wide-Lites add night-time glamour to your architect's inspiration.

The pictures above (that's the Administration Center of Dow Chemical Company's Texas Division at the top, the North Dakota State Capitol in Bismarck, above, and the Washington Building in Seattle at the left) prove the point. Note how the smooth, even coverage of each Wide-Lite blends with the light pattern of the others to give a truly spectacular effect that's free from shadows and "hot spots."

Special note if you have a beautiful building: Only Wide-Lites have the rectangular reflectors that make such lighting possible.



Problem: Give workers in a sprawling industrial plant good light for efficient production

Does your factory lighting handicap your workers—or give their production a boost?

The Wide-Lite Indoor Luminaires in this Cook Machinery Company plant in Dallas, Texas, give shadow-free lighting that increases worker output and helps prevent accidents. And at an operating cost far below that of incandescent lighting!

Special note to you people with warehouses: Wide-Lite even makes a special *aisle* model that will effectively illuminate aisles to a distance of 40 feet each side of the fixture. Your lift truck operators and stock clerks will be as enthusiastic about them as your cost accountant!

Problems

Light huge docks for Safety and efficiency

Almost everything that goes down to the sea in ships seems to go at night—and in bad weather. That's why Wide-Lites are so long on favor with longshoremen.

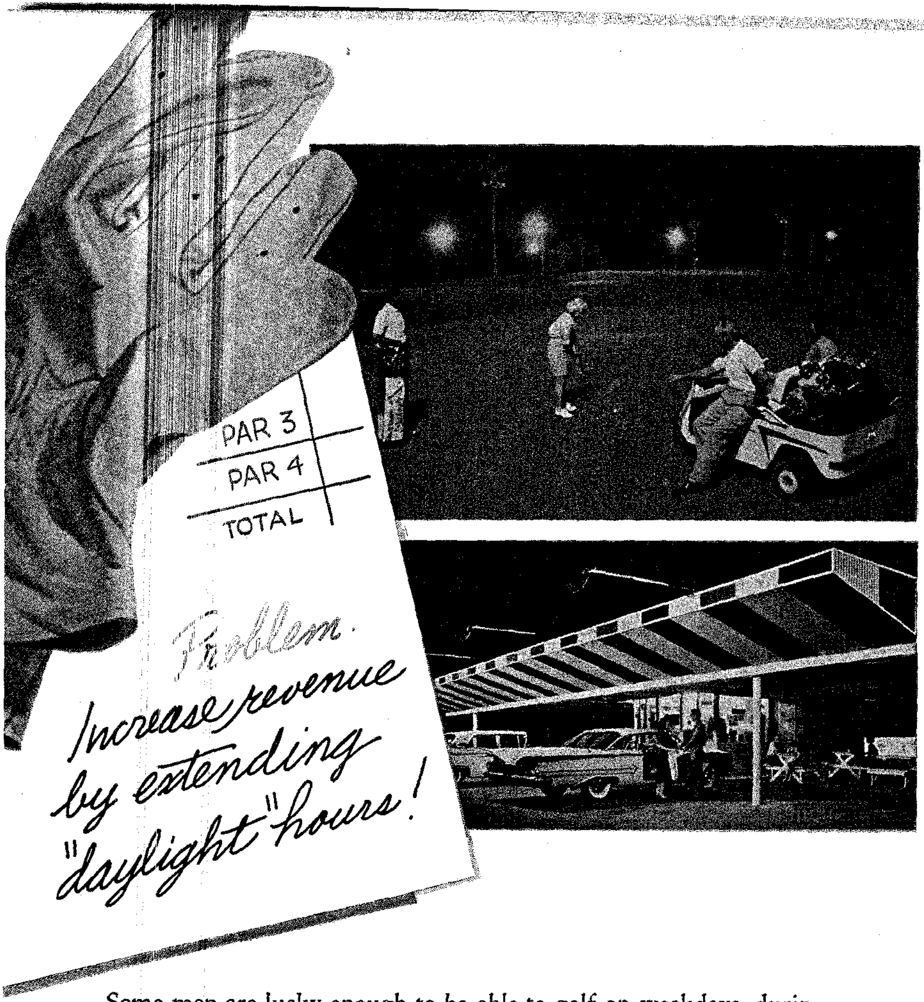
In the Seattle pier, above, note how the entire area is bathed in smooth light that permits quick reading of labels on cargo containers, and safe loading and unloading operations.

The broad light pattern of the Wide-Lites throws a bright work light over a huge area. *(This will come as no surprise to contractors, dam builders and others who for years have been insisting on the economy and rugged construction of Wide-Lites for really big jobs.)*

Fans at Kinkaid School in Houston, Texas, know a good play when they see it—and they see it every time their team plays at home. For their Wide-Lite sports lighting installation just doesn't know the meaning of the word shadow.

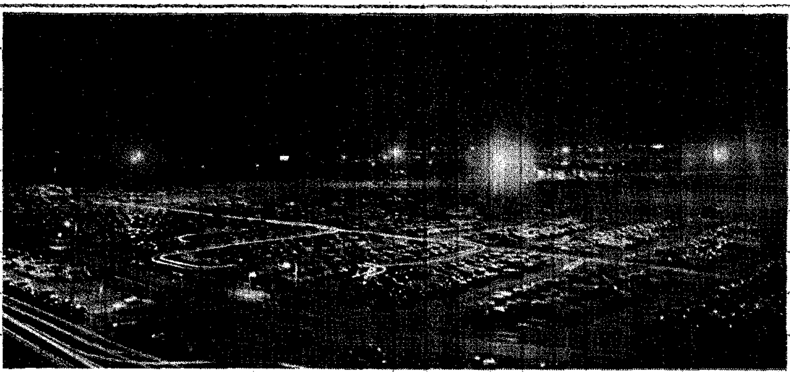
Wide-Lite sports lighting is as versatile as a split-T, with the Wide-Lite for broad coverage and the new Lumitor for powerful, wide beam patterns from high behind the stands. And for school board members who can think about economy even during a double reverse, it's nice to know that the mercury vapor lamps in Wide-Lites last about seven times longer than incandescent lamps!

Special skull session for coaches: Did you know your school can "beef up" its athletic field lighting by *replacing* old fixtures with more efficient Wide-Lites, *without* expensive rewiring or need for larger transformers?


PAR 3
PAR 4
TOTAL
Problem:
Increase revenue by extending "daylight" hours!

Some men are lucky enough to be able to golf on weekdays, during daylight hours. Most aren't. So golf course operators *(the Colonial Palms Golf Course at Miami, Florida, for one)* have made night golf practical with Wide-Lites. A typical Florida touch—and we'll have to admit *this* won't work in Minneapolis—is the mounting of the Wide-Lites in palm trees. Think how much more golf will be played now that golfers can tee off in what used to be the dark!

And imagine, if you can, how anyone with the slightest appetite could drive by the Jet Drive-In in Austin, Texas, with Wide-Lites issuing the invitation to stop in. Their soft, natural light flatters food. Flatters faces, too!



Problem:

Making parking lots bright, safe and inviting

Business goes where it's easiest to go—and what could be easier than parking a car in one of these Wide-Lite lighted lots?

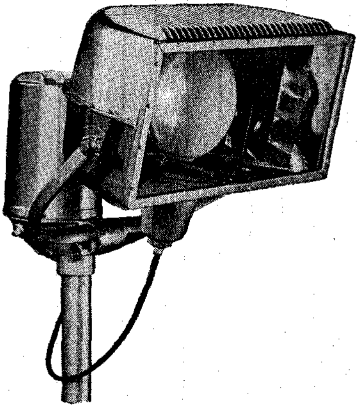
The huge lot at the top is the convenient parking area of the Willow Run airport, which serves Detroit. Forty-eight Wide-Lites do away with dark corners, and make parking as safe as it is easy.

At the Serv-Mart Store, in San Diego, 26 Wide-Lites flood the parking area with bright, shadow-free light. Women shoppers don't hesitate to park *here!*

Profitable tip to merchants: Have you given your parking area as critical a look as your customers give it? And have you taken as critical a look at your lighting expense as you should? Wide-Lites make both looks exceedingly pleasant.

Problem: to get all these advantages in ONE floodlight!

→



- Sturdy die-cast aluminum body to eliminate problems caused by weather and corrosion
- Secure lamp mounting at both ends to prevent lamp breakage
- Rectangular, segmented reflector for smooth, rectangular light pattern
- Heat dissipating fins to control lamp temperatures for maximum operating efficiency
- Easy relamping without disturbing the waterproof seal around the lens
- Tempered glass lens to protect reflector and lamp

Answer

Get patented Wide-Lites, designed for most efficient use of the highly efficient color-corrected mercury vapor lamp. For a specific recommendation of a lighting installation to solve your own particular lighting problem, call or write your nearest Wide-Lite representative.

WIDE-LITE®

WIDE-LITE CORPORATION

4114 GULF FREEWAY, HOUSTON, TEXAS

BY DAVID BOROFF

RELIGION AND SEX:

a changing church view

AN 18-YEAR-OLD MIDWESTERN GIRL went to her minister in a state of great distress. She had been going steady with a boy for a year, she said, and had been petting with him. But she felt guilty about what she was doing and asked for guidance. ■ Contrary to her expectations, the minister did not rebuke her. But he did want to know how much the boy really meant to her, whether the petting was merely thrill-seeking or an expression of deeper feeling. When she assured him that the relationship was serious—they hoped eventually to marry—the minister indicated that she need not feel such terrible guilt. In fact, he added, a total indifference to sex might suggest a denial of her human instinct, something he considered unwholesome. ■ This clergyman's reaction is typical of a new outlook toward sex among many Protestant ministers. A change-over in attitude has taken place, with powerful implications for the whole range of sexual activity—marital, premarital, even extramarital. This doesn't mean that all Protestants share such a liberal and permissive view of sex. Fundamentalists in all parts of the country still regard sex as sinful and the body as something to be distrusted. And such attitudes are deeply rooted in the American mind.

When the late Dr. Alfred C. Kinsey conducted his sex interviews, he discovered that many of his Christian interviewees felt the only justification for sex, from a religious standpoint, is reproduction. They had obviously interpreted official Christian doctrine in this way. Nothing could be further from the truth.

Much of Protestantism no longer wishes to be identified with repression and Puritanism. "In fact," says Professor Roger Shinn of New York's Union Theological Seminary, "repression is a Christian heresy."

The Bible, the final authority in such matters, is quite explicit in its references to sex. In *Genesis*, Adam and Eve are described in their state of innocence: "And they were both naked, the man and his wife, and were not ashamed."

The *Song of Solomon*, in the Old Testament, celebrates sexual love between man and woman in a highly ecstatic manner. And there is very little in the Bible to justify repression of sex. Polygamy is sanctioned in the Old Testament: both Abraham and Jacob had more than one wife. Nor is there any explicit disapproval of premarital sex. Only adultery is clearly denounced—and even then, it is defined as an act committed by a married woman and not by a married man.

How did it happen, then, that Christianity became identified with disapproval of sex and with contempt for the body? For one thing, an ascetic way of life exerted an attraction for ancient religious people. The recently discovered Dead Sea Scrolls, for example, deal with the Essenes, a highly austere pre-Christian sect. More to the point, when they were a small, struggling group, the early Christians saw themselves as "soldiers of Christ." Marriage was viewed as an encumbrance which made one's religious mission more difficult to carry out. Moreover, by the third or fourth century, Christianity had been influenced by Greek thought—particularly its elevation of the soul over the body.

As a result of all these factors, there was a tendency among early Christians to view celibacy as a higher state than marriage. Though it was acknowledged "better to marry than to burn," it was considered still better to rise above all the urges of the flesh.

In this country, Puritanism reinforced these tendencies and has been hostile to the expression of sexual feeling. But in recent years, Protestant theologians have re-examined these concepts. They now argue that Puritanism, when it insists that sex is evil, is actually a distortion of Christian doctrine.

These thinkers have been influenced not only by recent Biblical scholarship, but also by the findings of psychiatry—especially the revelation of the psychic damage that may be done by sexual repression. This new set of attitudes is shared by thousands of Protestant clergymen and is taught in such great centers of Protestant learning as the Union Theological Seminary and the Harvard and Yale Divinity Schools.

How does the Protestant view differ from the Catholic position on sex? They both share the conviction that sex is God-given and beautiful and should be the expression of love between man and woman. In fact, an official Catholic publication points out that the procreative act "makes marriage partners co-creators with God himself."

In the Catholic view, however, the principal function of sex is procreation; nor is sex to be indulged in for pleasure alone.

"Beginning Your Marriage," a Catholic handbook, sums up the position of the Catholic Church: "The reproductive processes have not been entrusted to man primarily for his pleasure but rather for the continuation of the species. . . . Although the immediate result of sexual union is intensely pleasurable physical release and a sense of intimate unity, these are the accompanying effects of the act and not its primary purpose."

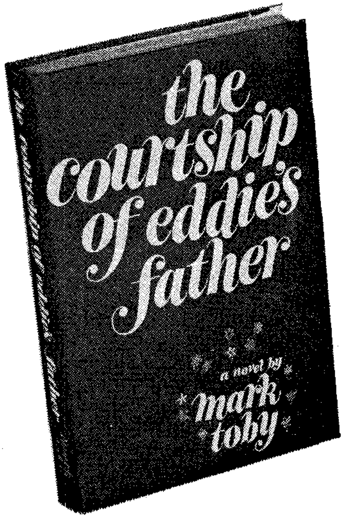
Liberal Protestants, on the other hand, insist that sex, within the framework of love and marriage, is valuable in and for itself. According to Dr. Seward Hiltner, a Protestant theologian, since man is a "whole or total being, sex is good if it serves the fulfillment of man as a total being." Biologically, it affords a release of tension. Psychologically, through sex we learn more about ourselves. It is a way of achieving profound relatedness to another human being and at the same time fulfilling our own individuality.

In one way the Protestant view of sex is even more sophisticated than some attitudes which prevail in nonreligious circles. The liberal Protestant conception asserts boldly that "sex is serious and radical." (Radical in this sense means having deep roots.) In other words, sex is not a form of amusement or titillation (as it is often represented in books and movies) but a profoundly moving and intense experience.

Sex as a mechanical act—as a mere discharge of tension—is a tragic distortion. Intensity should come, ministers aver, not only from the sensual pleasure but from the discovery of self and of another human being and from participating in one of the great dramas of human existence. *Therefore, the person who holds back sexually is not being pure or lofty but is denying the true meaning of sex and life.*

Modern Protestantism is also critical of those who see sex largely as a matter of technique. Such people zealously read sex manuals—"less glamorous these days than a cookbook," a clergyman remarked—and think that happiness will be found in mere sexual competence. Theologians reject this technical approach because it makes something superficial and trivial out of sex—putting it on the level of vitamin pills or calisthenics.

However, the liberal Protestant view is not an invitation to license. "The so-called emancipation," Professor Shinn warns, "has led some



three cheers and a tiger for eddie!

"First a laugh, then a tear, then three cheers and a tiger — for Eddie, who turns seven midway in the book, for his brave father, and for the woman who brings love back into their lives.

Eddie is one of the realest yet most appealing children to be found in print. You finish the book wanting to hug everyone in it." —LUCY FREEMAN

"No man in the world, obviously, knows as much about women as this Mark Toby (except maybe me). And even more obviously, no man (not Spock, not Gesell, and not even me) knows half as much about a six-year-old boy as the author of this consistently wonderful novel." —H. ALLEN SMITH

"THE COURTSHIP OF EDDIE'S FATHER just proves that adventure into the normal can also make a great story. The mind of the young Eddie is miraculously revealing. He is easily the most lovable youngster of recent fiction." —MANUEL KOMROFF

$3.50, now at your bookstore

BERNARD GEIS ASSOCIATES
130 East 56 St., New York City

people to adopt a hurrah-for-sex attitude. I'm prepared to say hurrah-for-sex too, but it doesn't solve very much. We must start with a post-Victorian appreciation of sex, but we must also be aware of its corruptions. Sex can easily be degraded. It can be a predatory thing, a cruel thing. The sex liberators who say, 'Let everybody have access to everyone else's body, and things will be all right,' would argue that I am a 'square' living with inhibitions and missing out. I don't agree. Basically, they're missing out—on the experience of steadfast marital love."

A minister who has counseled hundreds of young people in a Southern university affirms: "I don't believe in the view that once you let the lid off, you have emotional health. I don't think that total freedom makes any more sense than total repression."

How does one steer a course between repression and the kind of freedom which doesn't really free? Or, to turn the question around, how can people practice a liberal ethic without falling into the trap of "anything goes?" Protestant theologians offer very few hard and fast rules. They point out that within the context of Christian ethics each set of circumstances has to be examined separately.

"When I counsel," a minister told me, "I'm not in the habit of telling people what to do. I merely outline the questions so they can find the answers themselves. There simply isn't a fixed answer for every question."

He mentioned a girl who came to

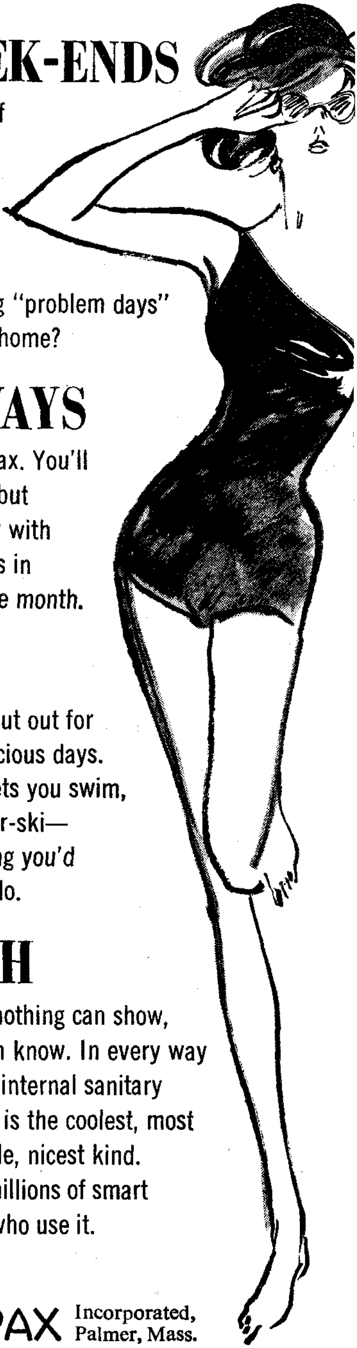
see him after having had several transient affairs. They explored the problem together, and she soon realized she was actually being "used" by unscrupulous men and that she could never be happy this way. The minister, in the meantime, became aware that she was a deeply disturbed girl and soon persuaded her to get psychological therapy.

On the other hand, he told me of a girl attending graduate school in San Francisco who was going with a young man but not planning to marry until she had earned her Ph.D. Under the circumstances, she seriously considered having an affair with him. But the prospect troubled her, so she went to see the university's religious counselor.

His view was that if she was prepared to delay one feminine impulse—marriage and children—then perhaps she ought to give up another—sex—temporarily. In this case, she decided against abstinence and became involved in an affair. But love ultimately triumphed over academic zeal; she married the young man and gave up graduate school.

There are many circumstances in which a simple "No" will not serve. One minister was visited by a married man who was having an affair and was suffering from pangs of guilt. Adultery is a very serious Christian offense, since it involves shattering the marriage covenant. It turned out, however, that this man was married to a bedridden invalid with whom sexual relations were impossible. "There were no easy platitudes that applied here," the minister felt. "The only function

(Continued on page 172)



WEEK-ENDS
are part of
your
vacation.

ARE
you letting "problem days"
keep you home?

ALWAYS
use Tampax. You'll
find it all but
does away with
differences in
days of the month.

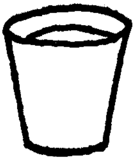
FUN
won't be cut out for
5 or 6 precious days.
Tampax lets you swim,
dive, water-ski—
do anything you'd
normally do.

WITH
Tampax, nothing can show,
no one can know. In every way
Tampax® internal sanitary
protection is the coolest, most
comfortable, nicest kind.
Join the millions of smart
moderns who use it.

TAMPAX Incorporated,
Palmer, Mass.

BY ROBERT NEWMAN

"Eat pickles, drink milk, curl up and die"



A zany Cook's Tour through some widely accepted—yet baseless—food fads and foibles

IT SEEMS ONLY YESTERDAY that I was four years old and having lunch at my grandmother's house. There was a platter of dill pickles on the table. As I munched a wedge and swallowed it down with a gulp of milk, my grandmother shouted: "What's the matter with you? Do you want to curl up and die?"

I still avoid the combination of dill pickles and milk. So do a lot of other people. I have heard it said that milk can be poisonously curdled in the stomach by cucumbers (pickled or plain), citrus fruits, lamb, wine, whisky, fish, even watermelon.

Silly? Sure. According to medical experts and The American Dietetic Association: "If two foods can be eaten separately, they can also be used in combination without harm."

Yet I know a family that goes to great lengths to avoid mixing sweets with sours. If they put salt on eggs, they won't sweeten their coffee. When they eat bacon they refuse jam. Their children have never tasted peanut butter and jelly sandwiches. Their theory: being opposites, sweets and sours cause digestive upsets. The grandmother in the family once hinted darkly that such a mixture also causes violent personality upheavals; she says that's why you never see the Chinese, with their gentle dispositions, eating sweet and sour spareribs.

Ask among your friends and you will discover some who will risk a seared palate rather than take a cold drink while eating hot soup. They believe that the cold fluid will congeal the hot fat in the soup and clog their digestive channels.

You never know who is going to turn up with a food fallacy. The guy next door holds to the theory that popcorn will eventually take the place of meat and milk. Aunt Jennifer is convinced honeydew melon causes arthritis. I once met a man who was positive wine made blood.

Such widely accepted food myths—hots and colds, sweets and sours, milk and its assorted curdlers, the quick cures, the fads—are the despair of doctors and dietitians.

But a quick Cook's Tour through historical examples of zany food foibles proves that as one fallacy is discredited its place is taken by an equally whacky notion. Consider the problem of dieting. Even in the 17th century hefty ladies were willing to subject themselves to unthinkable tortures, all in the cause of beauty:

> **" . . . drinking large quantities of vinegar as is frequently practiced by those who wish to grow thin, is very unwholesome, as it hurts the digestive faculties, particularly in females."**

If you think swallowing glasses of vinegar is mad, how do you think citizens of the next century will view these features of reducing diets of the 1960s: (1) limiting dinners for three days to six large prunes; (2) subsisting for a week on little more than six to nine eggs per day; (3) basing meals on grapefruit, for as long as the dieter can bear it.

Whisky drinkers, over the centuries, have imbibed when and what they pleased in the face of dire warnings by antialcohol partisans. In the 1600s a member of the dry faction had this theory, in which the message is clear but the fuzzy wording suggests the writer might have been a bit under the influence:

> **"Drinking rum and milk in a morning is very unwholesome custom: rich milk alone is often too heavy for weak stomachs, and when rum, which is an inflammable spirit, is mixed with it, becomes of course pernicious."**

At the beginning of this century, a kitchen-oriented prohibitionist took a slam at the demon brandy:

> **"The idea that brandy aids in the digestion of mincemeat is ridiculous. If it preserves mincemeat in the jar it certainly prevents its digestion in the stomach."**

Hysterical embargoes have been issued, from time to time, against whole categories of foods. Around 1900 this old fallacy caused a fuss in the fruit groves of the Near East:

> **"In Northern countries such articles as grapefruit, lemons, limes, pineapples, apricots and all highly acidulous fruits should be avoided . . . eating these results in crystallization of the starch atom, and produces rheumatism, gout, lumbago, knotted hands and feet, arteriosclerosis, stiff joints and premature old age."**

Less than a century ago, no thinking person would have dared eat a tomato—well known to be a poisonous fruit. Our parents were told that the peel of a cucumber, apple or radish would cause horrible cramps, that raw potatoes are lethal.

These old fallacies seem absurd, but grandmothers and other dietary "experts" have managed to keep them alive. And without doubt, our grandchildren will be convinced that mushroom soup exposed to meteor dust will cause the hair to fall out; that Martian seaweed will strengthen fingernails; that Venusian crabs will explode in the stomach; and that cloggings, grindings and internal combustions will inevitably follow the eating of dill pickles and milk—in outer space.

(Continued from page 169)

I could serve was to relieve the man's feeling of guilt."

In dealing with sex problems, there is one cardinal principle that most liberal clergymen observe. "The church's attitude should never be one of censure or rejection," a minister says. "When a girl comes to me and reveals that she has had premarital sex, I try to determine whether she feels guilty about sex itself or about the presumed infraction. If it is the former, then she is likely to have trouble with sex after marriage, and I try to get her to understand that sex is something healthy, natural and God-given."

Another clergyman points out that for a long time "sin" has tended to mean sexual sin, as if that were the worst kind of offense. "This is false," he argues. "There are many kinds of sins, just as serious or even more serious. Cruelty, I feel, is a worse offense; as is dishonesty in business, which can result in defrauding thousands of people, and racial discrimination, which denies God-given rights to human beings."

The new liberal Protestant view is a dramatic one that enhances man; it doesn't reduce him. It liberates sex but does not foster sexual anarchy; rather, it places sex in a framework of discipline and responsibility. And, in contrast with so much of today's "cool" sex (in which people behave as if they don't care one way or the other), the Protestant view calls for a more ardent sexuality, a restoration of the intensities that ennoble sex.

IN SEPTEMBER CORONET

DOCTORS AND RISING MEDICAL-CARE COSTS

Read how needless operations and unnecessary hospital admissions for the medically insured—matters controlled primarily by the doctor—are overburdening our hospitals, depriving the critically ill of vital treatment and adding to spiraling medical-insurance costs. *Must* reading for every family.

OSCAR HAMMERSTEIN II: BROADWAY'S GENTLE GIANT

Family and friends of the brilliant troubadour of *Oklahoma!* and *South Pacific* tell how he faced his last days, after learning he was dying of cancer. The unusual story of an unashamed sentimentalist who "couldn't write a show without hope in it."

WOMEN IN THE SHADOW OF THE PULPIT

Many clergymen's wives, forced by their husbands' calling to practice even more than their spouses preach, are tormented by deep psychological conflicts. Must they suppress normal emotions? Every churchgoer should read this provocative article.

APT ANSWERS

A MAN WALKED into a lingerie shop to buy his wife a nightgown for her birthday. The young salesgirl asked: "Would you like something in 'Exciting Cerise' for $35?" Seeing no response on the customer's face, she asked, "Or perhaps you'd prefer something in 'Shocking Pink' at $25?"

"No," replied the customer, "I'd prefer something in 'Respectable Blue' for $5." —MRS. JAMES ALBERS

A YOUNG WIFE, just learning to drive the family car, had hopelessly gotten traffic all snarled up in trying to make a left turn at an intersection. Excitedly, she turned to her husband and shouted, "What shall I do?"

"I don't know," he replied calmly, "but I'm sure if you'll just climb into the back seat, you can figure it out." —WILLIAM B. COOK

TWO FRIENDS MET on the street one afternoon and the first opined:

"So your girl friend jilted you when you told her about your rich uncle?"

"Yes—now she's my aunt." —MICHAEL LISHINSKY

A HARASSED MOTHER of five was asked by a friend, "Well, what do you want your next child to be?"

She replied, "A grandchild!" —SYLVIA BROOKS

PHOTO CREDITS: Cover Jim Pond; 5 Houghton Mifflin Company; 12 Friedman-Abeles; 14 left Trans-Lux, right Columbia Pictures; 41-53 Lev Abromovitch Borodolin; 58 Pictorial Parade; 89-97 Carroll Seghers II; 129, 131, 133-35, 137, 139-141, J. R. Humphreys; 140 © 1960 by The Conde Nast Publications, Inc.; 149 Larry Barbier Jr., from Globe.

Married women are sharing this secret

...the new, easier, surer protection for those most intimate marriage problems

What a blessing to be able to trust in the wonderful *germicidal protection* Norforms can give you. Norforms® have a highly perfected new formula that releases antiseptic and germicidal ingredients with long-lasting action. The exclusive new base melts at body temperature, forming a powerful protective film that *guards* (but will not harm) the delicate tissues.

And Norforms' *deodorant protection* has been tested in a hospital clinic and found to be more effective than anything it had ever used. Norforms *eliminate* (rather than cover up) embarrassing odors, yet have no "medicine" or "disinfectant" odor themselves.

And what *convenience!* These small feminine suppositories are so easy and convenient to use. Just insert—no apparatus, mixing or measuring. They're greaseless and they keep in any climate. Now available in new packages of 6, as well as 12 and 24.

Tested by doctors... trusted by women... proved in hospital clinics

FREE informative Norforms booklet

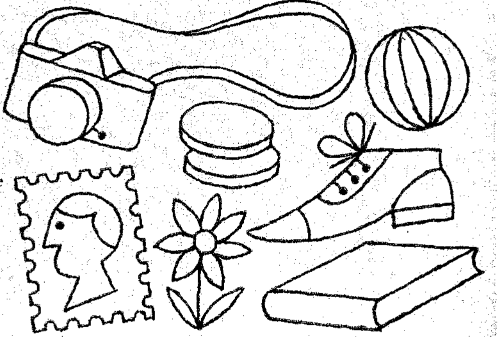
Just mail this coupon to Dept. CR-18
Norwich Pharmacal Co., Norwich, N.Y.

Please send me the new Norforms booklet, in a plain envelope.

Name ____________ (PLEASE PRINT)
Street ____________
City ________ Zone ____ State ______

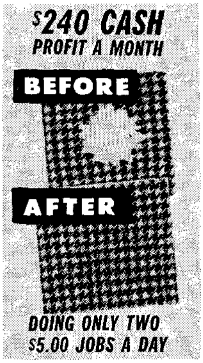
CORONET FAMILY SHOPPER

Coronet invites its readers to browse and shop at leisure and in comfort, among the many products, services, educational and sales opportunities, offered in this special section. Your complete satisfaction is the goal of both Coronet and the advertisers represented here each month.



MAKE $ $ $ AT HOME—FREE DETAILS

Invisible mending pays up to $10 profit in an hour. Be the invisible reweaver in your community and *make big money at home!* Make cuts, burns, tears, moth holes in suits, coats—all garments, all fabrics—disappear like magic. Big demand from tailors, cleaners, department stores, individuals. Brings steady profits. Do only two $5.00 jobs per day at home in your spare time, and take in $240.00 cash per month. Learn how to do this work. Turn spare time into cash. Invisible Reweavers are scarce in most communities. Write now for free details of this thrilling all profit opportunity. No *obligation, no salesman* will ever call. Fabricon, Dept. 398, 6238 N. Broadway, Chicago 40, Illinois.



MORE DAZZLING THAN DIAMONDS

Diamonds cost at least $1000 for 1-carat yet a comparable, selected 1-carat Capra Gem is only $27—tax inc.! Brilliantly beautiful hand-cut, hand-polished Capra Gems are priced within easy reach of all. *These gems are* truly a miracle of modern science. Learn all about *how you can enjoy the* magnificence of a dazzling Capra Gem. Write today for our beautifully illustrated Free catalog. See . . . in actual size . . . the wide selection of men's and women's styles, settings, prices. Read about our easy payment plans to suit every budget. Send no money. You are under no obligation and no salesman will call. Capra Gem Company, Dept. CT-81, Box 5145, Philadelphia 41, Pennsylvania.

14K
VALUABLE
FREE
COLOR
CATALOG

WHAT BOOKS ARE YOU SEEKING?

NOW!
OUT-OF-PRINT
BOOKS
LOCATED!
NAME THE
BOOK
WE'LL FIND IT
FOR YOU!

Name the book—we'll find it for you! Any book you like, no matter how old or long out-of-print. Finest fiction or nonfiction, all authors, all subjects. The beloved novels of bygone days, children's classics, religious works, history, biography, science, sport, fine arts, etc. Now here's *our unique offer:* Tell us the particular titles you seek. Our "book detectives" will search 'til they have located nice copies. Then we'll notify you, quoting exact prices, courteously, and with no obligation on your part. Should you decide to buy—fine! But if your answer is "No," you forget about it and owe us nothing. Write us today! The books you want are as near you as your mailbox. Books-On-File, Dept. UC, Union City, New Jersey.

NEW BLUMETTE BRA

PAT. NO. 2,728,079

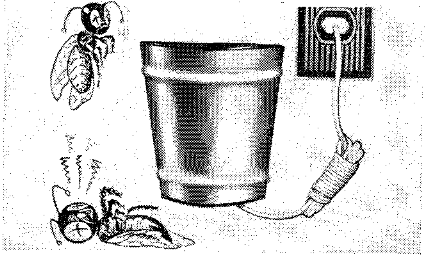
Heavenly comfort! Just two cups to lift sag to youthful highlines. No shoulder straps. No wires, no bones. The ultimate in bosom loveliness . . . highlights natural beauty. Holds you firmly and se*curely with absolute com*fort! Perfect for backless and strapless gowns on *glamorous Special Occa*sions. Created by a top New York bra designer. *Velvety soft and pliable yet sturdy material . . .* Flesh Color . . . . Sizes A, B and C . . . . . . Package of 2 pair for only $2.98 postpaid with primer to restore adhesive edge of bra. Satisfaction guaranteed.

Send check or MO to
Bleuette, Inc. . . . .
Department A298 . . . .
509 Fifth Avenue . . . .
N. Y. 17, N. Y.

REMOVE UGLY HAIR FOR GOOD

FROM ANY PART OF YOUR BODY $9.95

Ease hair from lips, from chin, from any part of body. Hair roots destroyed almost instantly. By following safe, simple instructions, avoiding warts, moles, and other blemishes, you will be free of unwanted hair! Money back if the Lemos Permagon safe, gentle Self-Electrolysis method doesn't do what beauticians charge hundreds to do. No electric connections to plug in, $9.95 ppd. For C.O.D. send $1 deposit. Brian-Lloyd Co., Dept. B-4, 11 E. 47 St., New York 17, N. Y.



ELECTRONIC BUG KILLER!

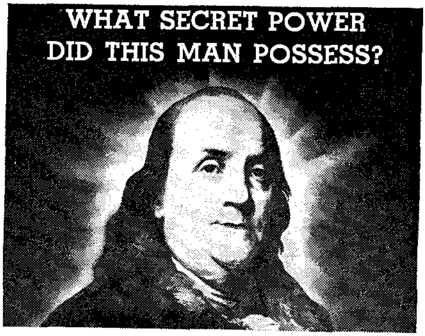
Just Plug In Forget About Bugs! New scientific Bug Killer is guaranteed to kill flies, fleas, moths, ants, roaches, mosquitoes, spiders, silverfish, gnats, etc. Insect does not have to come in contact with unit. Safety approved for use near children, food or pets. Kills fleas on dogs and cats! Used by restaurants, hospitals, hotels and farms. Clean, odorless and unbreakable. 10-yr. guarantee. One-unit sufficient for average home. Special offer: $4.95—2 for $9.00. Maebar, Box 34711, Los Angeles 34, Calif., Dept. K.

Sunset
TYPE AWAY MISTAKES!
Gentlemen
August
This

TYPE AWAY YOUR MISTAKES!

No more erasing, no smudges, no jiggly lines! Now you can make typing errors vanish like magic . . . and you don't even have to touch the paper in your machine! Just place a Type-Away tab over your typing mistake, then retype it . . . and the error's gone! It's invisible! You get 132 sq. in. of Type-Away tabs, enough to make 1500 corrections, for only $1, postage paid. You must be pleased or your money back! Order Type-Away direct by mail from Sunset House, 631 Sunset Building, Beverly Hills, California.

WHAT SECRET POWER DID THIS MAN POSSESS?



Benjamin Franklin
(A Rosicrucian)

WHY was this man great? How does anyone—man or woman—achieve greatness? Is it not by mastery of the powers within ourselves?

Know the mysterious world within you! Attune yourself to the wisdom of the ages! Grasp the inner power of your mind! Learn the secrets of a full and peaceful life!

THIS BOOK FREE!

Benjamin Franklin—like many other learned and great men and women—was a Rosicrucian. The Rosicrucians (NOT a religious organization) first came to America in 1694. Today, headquarters of the Rosicrucians send over seven million pieces of mail annually to all parts of the world. Write for YOUR FREE COPY of "The Mastery of Life"—TODAY. No obligation. No salesman. A non-profit organization. Address: Scribe C.W.D.

The ROSICRUCIANS
SAN JOSE • (AMORC) • CALIFORNIA
SEND THIS COUPON

Scribe C.W.D.
The ROSICRUCIANS (AMORC)
San Jose, California

Please send me the *free* book, *The Mastery of Life*, which explains how I may learn to use my faculties and powers of mind.

Name..............................
Address ....
City..............................
Zone......State...................

OVER 5000 STYLES
$50 TO $100,000.
1 CARAT BRILLIANT
WHITE DIAMOND
$395.

BUY REAL DIAMONDS THIS NEW WAY

One of America's well-known Diamond Cutters dares to make you this amazing offer! Order the diamond you want. We will mail it direct to your home without payment, if reference is given, for Free 10 Day Inspection! Wear it, examine it, have it appraised. If your appraisal is not at least 25% over our price; we refund the appraisal fee and postage. You only pay when convinced. Our 25 years as diamond cutters and importers is behind this offer. This is your sure way to buy diamonds. Order now or send for catalog illustrating over 5000 styles from $50 to $100,000.

Empire Diamond Corporation
Empire State Bldg., New York 1, N. Y.
Send **FREE** catalog C

Name..

Address..

City..............................State..............

FREE
Kodak Film

NEVER BUY ANOTHER ROLL OF FILM. For every roll of color or black & white film you send us for processing, we mail you a fresh roll of Kodak film FREE with your developed prints.

MONEY BACK GUARANTEE

BLACK & WHITE		KODACOLOR	
8 exp. roll dev., JUMBO prints, free film.		8 exp. roll dev., JUMBO prints, free film.	
12 exp. roll 20c add'l.	89c	12 exp. roll $1.00 add'l.	3^{19}

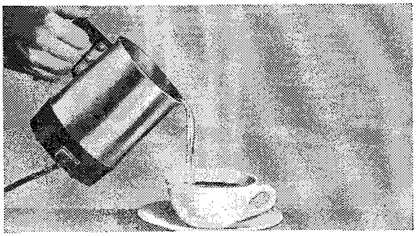
MOVIE SPECIAL Processing plus Replacement Film

8 mm Kodachrome roll....$3.19
8 mm Magazine....$3.99

Send film to city nearest you.
Important: Write Dept. R on envelope.

Boston 3, Mass., P.O. Box 949
New York, N. Y., Canal St., P.O. Box 298
Washington 13, D. C., P.O. Box 2251
Atlanta, Ga., P.O. Box 597
New Orleans 11, La., P.O. Box 1740
Dallas, Tex., P.O. Box 6188
San Antonio, Tex., P.O. Box 281
St. Louis, Mo., P.O. Box 7094
Cleveland 15, Ohio, P.O. Box 5351
Dayton 2, Ohio, Walnut St., P.O. Box 96
Detroit 31, Mich., P.O. Box 2085
Chicago, Ill., P.O. Box 6734
LaCrosse, Wisc., P.O. Box 945
Minneapolis, Minn., P.O. Box 967
Denver 1, Colo., P.O. Box 1851
Seattle 2, Wash., P.O. Box 519
San Francisco 1, Calif., P.O. Box 455
Los Angeles 55, Calif., P.O. Box 55008

★ NATIONWIDE Free Film



INSTANT HOT POT

Electric Hot Pot boils a full 4 cups of water in only 2½ minutes! Perfect for making fast instant coffee, tea, soup, heating canned foods, baby's bottle. Practical pour-easy spout. Stay-cool base and handle let you use it right on the table. Made of polished aluminum . . . it's unbreakable. Complete with electric cord. Great for home, office, traveling, college. Tremendous value! You must be pleased or your money back! Instant Hot Pot, only $2.98, postage paid. Order from Sunset House, 631 Sunset Building, Beverly Hills, California.

KILL THE HAIR ROOT!

Now you can destroy unwanted hair permanently in the privacy of your home, with famous Mahler Epilator! Acclaimed by thousands who, after reading our instructions carefully, learned to use the Mahler safely and efficiently. Send 10¢ today (pstg. & hdlg.), for "New Radiant Beauty." Mahler's Inc., Dept. 321K, Providence 15, R. I.

SCARCE UNITED STATES GOLD COINS

Airmailed prepaid in any place in U. S. A. Almost new $20 gold piece—$49.95, $10 gold piece—$29.95, $5 gold piece—$19.95. Limit 2 of each. Satisfaction guaranteed. Order yours today. Rush check or money order to Cashdan Coin Company, Post Office Box 1925, Fort Worth, Texas.

FREE UNITED SAVINGS STAMP!

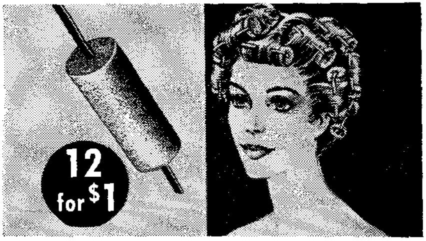
With $10, $50 or $100 United Savings Stamps, you get paid-up life insurance (up to $5000). Any time, even next day, you can turn in stamps for 100% cash. Or let savings grow for education, home, travel, retirement. Send for free sample stamp, details. No one will call on you. United Savings, Dept. C-6, Box 13628, Phoenix, Ariz.

GIVE YOUR
CHILDREN
COLLEGE
THIS EASY WAY

SWIM EZY
INVISIBLE SWIM AID

NON-SWIMMERS SWIM INSTANTLY

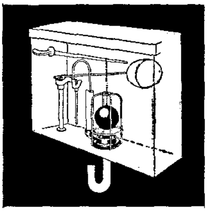
Yes, now you too can swim like a fish the easy, safe way—Fast. New 4-oz. device 1/25" thin, worn invisible under bathing suit or swim trunks, makes anyone unsinkable, is comfortable all day. No more fear of deep water. Poor swimmers look like champions, good ones use less strain. Order "Swim-Ezy" today for a new kind of water fun, lasts for years. Patent pend. Only $7.95 ppd. plus 32¢ tax in Calif. State Waist Size. Money back guar. Airmail add 42¢. Universe Co., Dept. C-55, 1008 Palm Terr., Pasadena, Calif.



CURLERS YOU CAN SLEEP ON!

These flexible Curlers not only give you the prettiest hairdos ever—they let you sleep in blissful comfort, too! Made of special soft foam with no metal, no sharp ends. Easy to use—featherweight, self-locking. Wonderful for home permanents. Guaranteed to please or your money back! Set of 12 for only $1, postage paid. Order Sleep-On Curlers Set direct by mail from Sunset House, 631 Sunset Building, Beverly Hills, California.

STOP LEAKY TOILET TROUBLES . . .



Caused by faulty flush valve. Silent-Jon flush valve guide **can't** hang up, closes valve **all** the way **all** the time. Anyone can install in 5 minutes without plumbing tools. End handle jiggling, send $1.98 post paid, Silent-Jon, P.O. Drawer "S", Fort Walton Beach, Florida. Three-year guarantee.

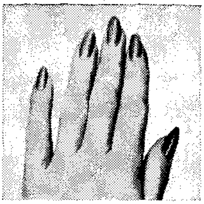
100 LITTLE DOLLS—1 PENNY EACH

100 Dolls made of Styrene & Synthetic Rubber—only $1. Baby Dolls, Nurse Dolls, Dancing Dolls, Costume Dolls, Cowboy Dolls, Bride Dolls & many more, in exquisite detail up to 4". Not made of paper or rags but of Styrene & Synthetic Rubber. Money Back Guar. Send $1. & 25¢ for pstg. & hdlg. for each set to: 100 Dolls Co., Dept. A-23, 11 E. 47th St., N.Y. 17.

AFTER BREAST SURGERY

Look and feel normal again . . . even in bathing suit, sweater. Like natural breast, Identical Form adapts to body movements. Fits any well-fitting bra, never slips. Doctors recommend its equalized weight, normal contour. Regain complete comfort and confidence. Write for free lit., where-to-buy. Dept. C, Identical Form, Inc., 17 W. 60 St., N. Y. 23, N. Y.

NEW! AMAZING! KANT-BITE!



You can't bite nails with Kant-Bite on them! A sensational scientific miracle! Only 1 brushing forms a diamond-hard coat that prevents nail-biting, splitting, chipping, or breaking, at work or play! So hard—it can't be bitten! Now nails can grow glamorously long! Guaranteed! Only $1.50. Kant-Bite Co., Dept. C-9, Box 75, Rugby Sta., B'klyn 3, N. Y.

FOR SATISFIED WIVES ONLY

Repeat orders from recent Coronet ads prove your husband will be thrilled with SKOUT for Men. New, Skout conditioner for face & hands is formulated exclusively for men . . . active, hard-working men. We'll send a handy, unbreakable flask of Skout ($2 value) with your compliments. Enclose 35¢ (pstge. & hdlg.) Webber & Stuart, Inc., Box 2077, Phila. 3, Pa.

FREE $2.00 SAMPLE

NEW NATURAL HAIRPIECE FOR MEN

Now!—a realistic hairpiece, by Louis Feder. Looks, feels like your own hair; friends invariably approve. Comb it, sleep in it, swim in it—it's hurricane-proof! Individually designed. Choice of styles, including popular crew cut. Average price, $170. Write for Booklet BB, "The Only Solution to Baldness." House of Louis Feder, 545 Fifth Ave., N. Y. 17.

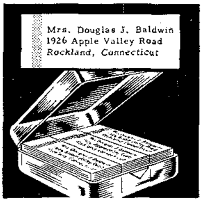
FILM DEVELOPED—LOWEST PRICES EVER

"The Speed Service" for color or B&W. Introductory offer: Any size to 12 exp. developed & enlarged —B&W-30¢. Kodacolor-$1. Kodachrome: 8mm movie-$1.10, 8mm magazine-75¢. Kodachrome slides processed & mounted: 35mm 20 exp.-$1., 36 exp.-$1.75. Write for free mailing envelopes & price list. Fast-X-Foto, Dept. 120, Hudson City Sta., Jersey City 7, N. J.

REMOVE UGLY HAIR FOR GOOD!

Now you can painlessly, safely, privately remove unwanted hairs one by one—for good—by destroying hair roots. Pencil-like Pellatron works by electrolytic method used by professionals. No wires or plug-ins needed. Save many dollars. Our guar. must work For You, or money back. $12.50 ppd.; COD, $1 deposit. Mitchum Co., Dept. 45-HX, Paris, Tenn.

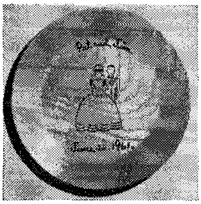
500 NAME—ADDRESS LABELS—25¢



500 Economy labels printed with any name and address or any wording up to 4 lines, 25¢. 1½" long. In plastic box, 35¢. 5-day service. For superior quality, order Gold Stripe labels. Deluxe paper—rich gold trim; 500 for 50¢, 2" long. In plastic box, 60¢. 48-hour service. Money-back guar. Ppd. Walter Drake, 2908 Drake Bldg., Colorado Springs 12, Colo.

PERSONALIZED WEDDING PLATE

A lovely keepsake gift for the Bride and Groom, or for a contented couple on their anniversary. Order any names and date. Smooth-finish Birch plate, 8" wide. Cute Baby design also, with name and date. Return mail service. $1.00 plus 20¢ mailing. Stratton Snow, Dept. 4C, Delray Beach, Florida.



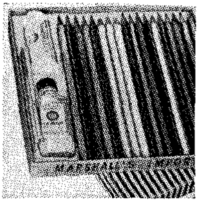
MAKE MONEY SELLING THE FINEST

Mitchell Greeting Company
Catalog
Christmas Cards

greeting cards. Call on friends with beautiful new Christmas Cards, everyday & birthday cards, toys, gifts & household items. New catalog & samples on approval. 70 free samples name-imprinted Christmas Cards, stationery, wedding announcements, napkins and matches. Big Commissions. Mitchell Greetings Co., Dept. CD-761, 47 W. 7 Mile, Detroit 3, Mich.

NOW! A NEW WAY TO EARN MONEY

At home, full or part-time with new Photo Painting Pencils. Earn money now by coloring photos, snapshots, and Polaroid prints. Studios and friends will pay to have photos colored. *Rush $4.98 for complete* coloring Kit (includes 18 pencils) or send for Free instructions. Marshall's, 171 N. 9th St., Bklyn. 11, N. Y. At photo, art & hobby stores everywhere.



ADDING MACHINE

$1.98 ea. or 2 for $3.69. Add—Subtr.—Mult.—Divide. Does all 4 operations. Handles 9 columns of numbers. Settle for no less. Leatherette case. Lowest price adder made in America. Beware of cheapened foreign imitations. Money back guarantee. Agents wanted. $1.98 add 4% tax in Pa. Tom Thumb, Dept. Y-51, P. O. Box 5066, Philadelphia 11, Pa.

Tom Thumb
ADDING MACHINE
ADD
SUBTRACT

YOU CAN STRENGTHEN YOUR VOICE!

Improve the power of your speaking and singing voice in the privacy of your own room. Self-training program, mostly silent. No music required. Tested method praised by TV star Bob Cummings and thousands of grateful men, women—since 1916. Free booklet in plain wrapper. State age. Prefect Voice Institute, 210 S. Clinton St., HN-58, Chicago 6, Ill.

STOP EYEGLASSES FROM SLIPPING

No need to push up ever-sliding glasses. Keep your glasses snug-fitting with a pair of Ear-Loks. Soft, elastic tabs stretch easily over ends of ear pieces. Invisible, Comfortable. Fit all plastic eyeglass frames, men, women & children. 59¢ a pair, 2 pairs $1.00. No C.O.D.'s. Satisfaction guaranteed. Dorsay Products, Dept. K-4, 200 W. 57 St., New York 19, N. Y.

FREE! 100 WORLD-WIDE STAMPS

PHILIPPINES
POSTAGE
6 CENTAVOS

Send now for new, Free collection of 100 all-different Worldwide stamps. New issues of the year—*pictorials, commemoratives.* Get Togo "Sumit" stamp, Netherlands KLM, South African, Antarctic, many more. Send for this valuable collection and other stamp offers on approval today. Rush reply 10¢ for handling to Garcelon, Dept. CR8X, Calais, Me.

FREE HANDWRITING ANALYSIS BOOK

Learn how to identify character & personality traits from ordinary handwriting. Grapho Analysis helps you understand people, yourself. Gain prestige, more success, greater satisfaction. Exciting, uncrowded field. Give lectures, write articles, do private consultation. Write for free trial lesson & catalogs. I.G.A.S., Inc., Dept. HN-58, Springfield 4, Mo.

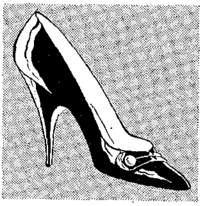
IT'S GREAT TO BE TALLER

Just step into "Elevators" amazing height-increasing shoes and be almost 2 inches taller. Important inches that bring new respect in business, admiration from her. "Elevators" look like other fine shoes; so tall men as well as short men wear them with no one the wiser. For free booklet of 34 styles write Brockton Footwear, Inc. Dept. 208B, Brockton, Mass.

NEVER BUY FILM AGAIN!

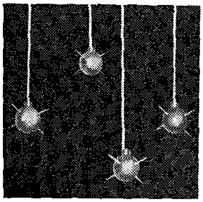
Don't run out of film! When you send Yankee your exposed black & white or color film, Yankee returns...at no extra charge ...a fresh roll of Kodak, same size as yours. Yankee prices are up to 40% lower than most stores. Quality unsurpassed. Write for prices and free mailing envelopes. Yankee Photo Service, Dept. 8, Box 1820, Bridgeport 1, Conn.

FREE CATALOG—LADIES WIDE SHOES



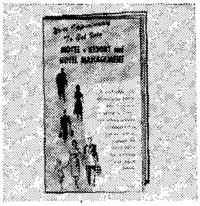
Many ladies' styles for late Summer & Fall are shown in our new cat. Choose from widths C-EEE, sizes 4-11, all heel heights & styles. Shown, our "Mitzi" for Fall in: Black Patent; Beige Kid; Black Calf; Black Suede; Brown Calf. Widths C-D-E, sizes 5-12, pointed toe, 3" slim heels. $8.95 ppd., money back guar. Order or send for free cat. Syd Kushner, Dept. C-8, 733 South St., Phila. 47, Pa.

GET RID OF FLIES THIS NEW WAY!



It's almost unbelievable how fast Sputnik gets rid of flies indoors or out. Beats messy cakes, smelly spray. Just hang Sputnik where flies gather. They touch the wick, Go Away To Die! Clean, odorless. Guaranteed. Works 6 mos. without refill. Send $2 for box of 4 ppd. Refills $1. Mission Home Products, P. O. Box 142 B, Lynwood 2, California.

WORK LIKE A MILLIONAIRE

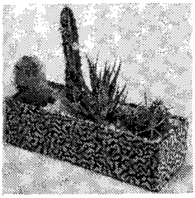


Men—Women. Make $400-$1000 monthly plus apartment, managing a resort or motel. 50,000 new positions to open next year. Pick your location with our employment assistance. Learn at home in spare time. Free Booklet. Write Motel Managers Training School, Dept. C-20, 612 S. Serrano, Los Angeles 5, California.

FREE! STAMPS OF THE ORIENT

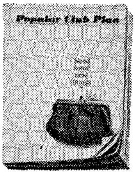
Spectacular Far East Collection! More than 50 different, genuine stamps—Laos, Viet Nam, Japan, & other Oriental lands—picturing weird beasts, birds, ancient ships, etc. Big Catalogue; Approvals; Other Offers. Send 10¢ for mailing. Double your money back if not delighted. Adults Only. Jamestown Stamps, Dept. C81CO, Jamestown, N. Y.

GROW YOUR OWN CACTUS GARDEN!



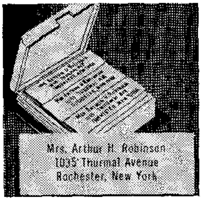
It's easy and fun. Plant in any soil. Water lightly twice a month and watch it grow and bloom. Order our Miniature Cactus assortment in attractive gift box today. Satisfactory delivery guaranteed. Only $1.98 ppd. Cactus Garden Planter with soil and crushed marble (as shown) 50¢ extra. Cactus Bob, Box 11161-C, San Antonio 8, Texas.

SHEETS, TOASTERS, TOWELS, MIXERS, etc. GIVEN TO YOU FREE!



Thousands of famous products to choose from—furniture, fashions, silverware, china, draperies, etc. You get $50.00 and more in merchandise just by being Secretary of a Popular Club you help your friends form. It's easy! It's fun! Nothing to sell, nothing to buy. Write today: Popular Club Plan, Dept. D-928, Lynbrook, N. Y.

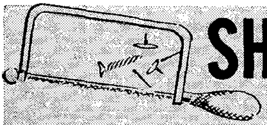
1000 NAME & ADDRESS LABELS $1



Any 3 different orders $2 ppd. Your name & address handsomely printed on 1000 finest quality gummed labels. Padded. Packaged with Free Plastic Gift Box. Use them on stationery, books, cards, etc. Special —Save Money. Any 3 different orders $2. Satisfaction guaranteed. Handy Labels, Dept. 887, Jasperson Bldg., Culver City, California.

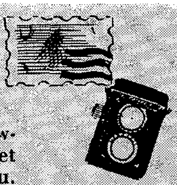
DRAW ANY PERSON IN ONE MINUTE

Draw any person, still life, map, photo, landscape without talent! Anything is automatically seen on paper thru Magic Art Reproducer. Reduces, Enlarges. Follow lines of "picture-image" with pencil for artistic drawing. $1.98 postpaid with order, or C.O.D. plus postage. Money back guar. after trial. Norton, Dept. 587, 296 Broadway, N. Y. 7.



SHOPPING GUIDE

Classified



The special Shopping Guide below offers you a showcase of many unique products and services. Coronet hopes you will find items of interest and value to you.

FOR THE WOMEN

TALL-GALS of all ages buy shoes Direct by Mail. Smart 5th Av. styles as low as $5.95. Perfect fit. Sizes to 13, AAAAA to C. Send today for new Free 48-page booklet ET. No risk to you with Money-back guarantee. Shoecraft, 603 Fifth Ave., New York 17.

KILL *the hair root! With the famous* Mahler Hair Removal Epilator, you can destroy unwanted hair permanently in the privacy of your own home. Send 10¢ for "New Radiant Beauty" booklet to Mahler's, Inc., Dept. 341K, *Providence* 15, *Rhode* Island.

REPRESENT one of America's top personalized *Christmas Card* lines. Exclusive *designs never sold in* stores. Liberal commissions. No investment, no collecting. Protected territories. Season starts now. Van Dorn, Ltd., Dept. 201, 3931 W. Dickens, Chic. 47.

SOFT Plastic Freezer Containers with non-leak lids. Square pints, $9.95; quarts, $15.00; ½ gals., $25.95 per hundred ppd. Good fund-raisers. Sample pint, 25¢. Price-list free. Satisfaction guaranteed. Oxboro Co., Box 7031-D, Minneapolis, Minn.

SKINNY Legs! Try new home method to fill out ankles, calves, knees, thighs, hips. Leg authority offers tested proven scientific course, only 15 minutes a day. Write for free book in plain wrapper. Modern Methods, Dept. SL-856, 296 Broadway, NYC 7.

HOLD cosmetic parties—Earn $25 for 3 hours' work. Make 60% profit. Hire others. Everything furnished. Send name for full details and free usable samples. Write Studio Girl Cosmetics, Dept. 1818R, Glendale, Calif. Canadians: 850 La Fleur Ave., Ville La Salle, Montreal.

FOR THE HOME

NEW Art Dryer! 15 ft. line for indoor drying. Easy to put up. Place & extend as desired. Will not sag. Rigid when extended. Metal ivory frame. Compact, folds to 3" when not in use. Money back guar. $8.95 ppd. Order today. Stanley Moore, Distr., 1271 Edisto Dr., Orangeburg, S. C.

FOR PARENTS

"8 MISTAKES Parents Make." Every parent should have this new book about child training. It is free; no obligation. Simply address Parents *Association, Dept. 1358, Pleasant Hill, Ohio.*

FOR CAMPERS

CAMPING Maps, USA. Most complete data on camping. Spiral-bound book pinpoints campgrounds on individual State Maps. Facilities included. Sections on travel data, equipment, etc. $2.95 Ppd. Camping Maps USA, Box 862C-7, Upper Montclair, N. J.

LOANS BY MAIL

BORROW $100 to $600 By Mail. Quick, easy, private. No Co-Signers. Repay in 24 small monthly payments. For the amount you want write today to *Dial Finance Co., 410 Kilpatrick Bldg., Dept. H-24,* Omaha 2, Nebraska.

LOANS By Mail—borrow $50 to $600, for any purpose, entirely by mail. No co-signers. Confidential. 2 years to repay. Employed men and women eligible to apply. American Loan Plan, Dept. C-7201, City National Bank Bldg., Omaha 2, Nebraska.

OUT-OF-PRINT BOOKS

BOOKS! No matter how old or how long out-of-print located by expert staff. "Name the book—we'll find it." Fiction or non-fiction. All authors, subjects. Free search—courteous service—no obligation. Write Books-On-File, Dept. NJ, Union City, New Jersey.

SHELLCRAFT

*SHELL T.V. Lamps. Have fun. Send for Free How-*to-make them Bulletin. Profitable, fascinating spare time business or hobby. New ideas. Easy to make—easy to sell. Men or women. Shellcraft, Dept. LZ, 514 *N.W. 79th St., Miami 50, Florida.*

FOR THE FAMILY

CONSTIPATION ended with Para-Lax. A new aspect in laxatives—boon to the elderly who take laxatives daily as well as all the family. Aids normal process. No gripping, no gas, non-habit forming. 60 tabs. $2.10 ppd. Omega, PO Box 7111, Portland, Ore.

MINERALS AND GEMS

"APACHE Tears" Indian Good Luck Gem Stones. *Believed by Indians to have Magic Powers. Bringing* Good Luck to the Owner. Price $1.00—Cash or Money Order Only. "Chief Peter," P.O. Box 1186, Albuquerque, New Mexico.

SALESMEN AND AGENTS

I'LL send you Free stocking sample of newest advancement in hosiery since nylon. Patented, full-length. Stays up over-the-knee without supporters, without girdle! Nationally advertised price $1.95. Make money introducing to friends at $1.00 pair. American Mills, Dept. 708, Indianapolis, Indiana.

STAMP COLLECTORS

THIS outstanding system brings you hundreds of stamps each year & every week. Gives your duplicates real value. Obtains Stamps otherwise hard to find. Full details & one full year's membership—$1.00. Kinnear, 558 Oakey Blvd., Las Vegas 5, Nevada.

ZOUNDS! Amazing "Strange Countries" packet free with excellent approvals! Saxon Co., Dept. 7, Orange, California.

FREE—Mint British Colonial stamps from Pahang, Maldives, Solomon Islands, St. Christopher, Nevis, Sarawak, Cayman Islands, Gilbert Ellice. These exotic stamps absolutely free to those requesting our famous approvals. Viking, Great Neck 40, N. Y.

TERRIFIC Stamp Bargain! Israel—Iceland—San Marino—plus triangle set—Plus Antigua—Borneo—Virgin—Scouts—Congo—Russia—Plus large stamp book—all four offers free—Send 10¢ for mailing cost. Empire Stamp Corporation, Dept. CO, Toronto, Canada.

225 STAMPS for only 10¢! This mammoth value includes airmails, pictorials; stamps from strange countries cataloging up to 25¢ each! Also approvals and big illustrated bargain lists. Mystic Stamp Company, Camden 4, New York.

TAKE advantage, others have, of our 20 years experience. We'll have mailed you direct new stamp issues on first day covers from all around the world. You'll find it a service low in cost but high in quality. Brumsey, 2418 First St., Ft. Myers, Fla.

ONLY 10¢ brings you 115 famous stamps from all continents, incl. such items as Monaco Elephant, U. S. Edison, etc. value over $2.00. Introducing our superb U. S. and foreign Approvals. Globus Stamp Co., Inc., 268—4th Ave., N. Y. 10, N. Y., Dept. 14-A.

307 WORLDWIDE different stamps only 25¢. Includes India, China, Vatican, Russia, British Colonies, Japan, Africa, Pakistan, Exceptionals, Unusuals. Only with approvals. Niagara Stamp Co., Catharines 209, Ontario.

FOR PHOTO FANS

SAVE—Kodacolor & Black & White Film. A Fresh new roll of film returned for each roll sent in for finishing. Kodacolor—8 Exp. $3.49, 12 Exp. $4.49. Black and White 8 Exp. 79¢, 12 Exp. 98¢. Fast Service. Send for Free Mailers. Pat's Photo Shop, La Crosse, Wisconsin.

SAVE $$—Send for Free Film Offer & mailers. Introductory offer: Guaranteed quality developing & printing. Fast Service Jumbo Prints. B&W 8 or 12 exp. 30¢ Kodacolor 8 or 12 exp.—$1. Write Photo King, Dept. 120-A, Box 7185, Jersey City, 7, N. J.

KODACOLOR Trial Offer: enlarged prints from your Kodacolor negatives 15¢ each; or your 8 exposure Kodacolor film developed, enlarged only $2.00; 12 exp. $2.50. Return this ad with trial order or send for price list. Bell Color, Dept. C, Englewood, N.J.

COLOR SLIDES

200,000 COLOR SLIDES (17,000 subjects) covering the United States, Oberammergau Passion Play & 75 foreign countries. Send 16¢ for 108 page US Catalog; 4¢ for each foreign list to Capt. M. W. Arps, USN, ret., Box 1715, Washington 13, D. C.

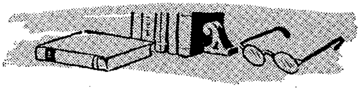
FOR HORSEMEN

"HOW To Train Horses"—A book everyone who likes horses or ponies should have. Free. No obligation. Simply address Beery School of Horsemanship, Dept. 1458, Pleasant Hill, Ohio.

AUTHORS AND PUBLISHERS

WANTED: Books, stories, articles for sale to top-paying magazines & publishers. All subjects needed! New writers welcome. Books especially wanted. Mail scripts today for prompt action to Carlson Wade, Literary Agent, 475 Fifth Ave., New York 17, N. Y.

PUBLISH your book! Join our successful authors: publicity, advertising, promotion, beautiful books. All subjects invited. Send for free manuscript report and our detailed booklet. Carlton Press Books, Dept. CO-8, 84 Fifth Avenue, N. Y. C. 11.



AUTHORS: Submit your manuscripts for free editorial evaluation. We publish work by new authors on all subjects: poetry, fiction, non-fiction, juveniles, religious studies. Greenwich Book Publishers, Attention: Mr. North, 489 Fifth Ave., N. Y. C.

FREE brochure for writers tells how to publish your book in 5 months (fiction, non-fiction, poetry); reveals inside facts about plan which enables new writers to win recognition, publicity, sales. Write: Dept. X-8, Exposition Press, 386 Park Ave., S., N.Y. 16.

LOOKING for a Publisher? Learn about our unusual plan for getting your book published, promoted, distributed in 4 to 6 months. Mail manuscript for free report, and ask for free booklet, No. 52. Vantage, 120 W. 31 St., New York 1, N. Y.

MUSIC—SONGWRITERS

WRITE Songpoems for profit or hobby. Start without experience. We set music to your poems, make phonograph records. All subjects welcome. Send poems for prompt Free examination & details. Crown Music Co., 49 W. 32nd St., Studio 978, New York 1.

FOR COIN & BANKNOTE COLLECTORS

CIVIL War Cent'l medals, bronze $4., Silver $30. Proof sets—1956 $7.25, 57, 59 ea. $4.75, 58 $9, 1960, 61 ea. $3.75; all 6 $31. Unc. $20 Gold $56, 2 types $106. World's Greatest 96 p. Cat. $1 (deduct. 1st $10 order). Bebee's, 4514 No. 30th, Omaha 11, Nebr.

WE offer Scarce Lincoln Cents 1914p, 16d, 17d, 18d, 19d, 19s, 20d, 20s, 21, 26d, 27d, 28d, 29d, 29s, 30d, 30s, 34d, 35d, 35s, 36d, 36s, 37d, 37s, 38d, 39s, 42s, 48s, 49s, 50s, 51s, 52s, 53s, 54s, 55s, at 10¢ each. Reynolds Coin Shop, 108 E. Kearsley, Flint 2, Mich.

FOR INVENTORS

PATENT Searches, including copies of nearest patents, $6.00. Reports airmailed within 48 hours. More than 200 registered patent attorneys have used my service. Free invention protection forms. Miss Ann Hastings, P. O. Box 176-A, Washington 4, D. C.

INVENTIONS Wanted—Patented or Unpatented! If you want to market or sell inventions for cash or royalties, write for Free Booklet! Send no drawings! We have tremendous mfrs. list! Global Marketing Service, 2420-C 77th, Oakland 5, California.

INVENTIONS and ideas wanted for immediate promotion on cash or royalty basis. Patented or unpatented. All types considered. Send for free "Invention Protection Form" & copyright booklet, Casco, Dept. N. Mills Building, Wash. 6, D. C.

(Continued on next page)

FOR CONTEST FANS

FREE *copy of "Prize Ideas," the publication that* has launched many successful winners. Packed with prize winning aids, entries that have won, news of current contests. All-American School, Dept. CO, 1429 Spruce St., Philadelphia 2, Pennsylvania.

WIN contest money. Every issue of the General Contest Bulletin has helped others win; gives hundreds *of tips. Lists current contests and rules.* Sample copy of magazine 25¢. General Contest Bulletin, 1609 East 5th, Dept. 400, Duluth, Minnesota.

FREE—write for Contest Bulletin! Contains winning *helps for current contests. Win cash, cars,* homes, trips, TV sets. We'll show you how! Our students have won over $5,000,000. Shepherd School, 1015 Chestnut St., Dept. R, Phila. 7, Pa.

FUND RAISING

*(FREE! Gifts) Schools, Churches, PTA, Frater*nal—Civic and Officers Clubs, Vet. Hospitals, Canteens and Stores—Top Fund Raisers. Write for 176 page catalog. Kipp Bros., Dept. CT, 240-42 S. Meridian St., Indianapolis 25, Ind.

REAL ESTATE OPPORTUNITIES

PHOENIX, Arizona—Apache Junction Palm Springs Area, 52 acres 1040 feet hi-way frontage. Ideal for *luxury motel resort. Scottsdale 2½ acres. Whittman* Commercial Park, 120 feet hi-way frontage. Box 6005, Kansas City, Missouri.

BUSINESS & SPECIAL SERVICES

SEWER Cleaners and sanitary truck operators. Greatest money maker available today. Write for catalog. Grove Machine Works, Box 306-C, Fremont, Ohio.

MISCELLANEOUS—PERSONAL

YOUR child can make better grades in school at all levels. Two noted educators tell how. Proven, guaranteed method. New Publication "Making the Grade in School," $1.00. Money-back guarantee. Educational Guidance Bureau, El Modeno, Calif.

HIGHEST Cash Paid for Old Gold, Jewelry, etc.; Gold Teeth, Watches, Rings, Diamonds,, Silverware, Spectacles, Gold Coins, Silver, Platinum, Mercury. Write for Free Information. Satisfaction Guaranteed. Rose Refiners, 29-CB East Madison St., Chicago 2.

PEACE of mind? You can find it in the Catholic Religion! Write for our free home study course explaining the teachings of the Church. No obligation. Paulist Fathers Instruction Center, Dept. C, 18 East 76 St., New York 21, N. Y.

BUY below wholesale! Thousands of nationally advertised products. Drugs, Clothing, Housewares, Cameras, Jewelry, Hardware, Sporting Goods, etc. Postcard brings price list showing actual factory cost. Buy-Rite, 310 Main, Bennington 24, Vermont.

CASH loans by mail. Anywhere. Confidential. $100-$600 for 24 months for steadily employed persons. Write stating job, credit references and amount of loan required. Union Finance Co., Dept. C, 323 E. Camelback, Phoenix, Arizona.

SPARE TIME OPPORTUNITIES

MAKE your spare time profit time! Over 800 money-makers! Gifts for men, women, children, the home! *Distinctive greeting cards, stationery, toys, novelties,* jewelry, cosmetics, gadgets at prices for every pocketbook. No minimum order. Make up to 92% profit! Write today for exciting details, colorful catalog. Greetings Unlimited, 1-406 Park Square, St. Paul 1, Minn.

SPARE TIME OPPORTUNITIES

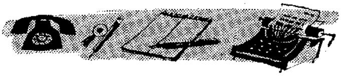
CHRISTMAS *Cards—the easy way to that extra* income you need. Personal and business designs, with customer's name imprinted, all in one album. These deluxe cards pay deluxe commissions. Earn $300 to $500 (plus Bonuses), easily this Season, even in spare time. Sales experience unnecessary. Free Sales Kit includes our outstanding 40th Anniversary Sample Album and easy-to-follow selling instructions. Send *for Kit now; pocket profits next week! Write Process* Corp., Dept. B-2, 3450 S. 54th Ave., Chicago 50, Ill.

MEN—Women! Start Money-Making Plastic Laminating Business at home in spare time. Material that costs 11¢ brings back $2.50. No canvassing or selling, but mail orders bring in $20 a day. Write for full particulars Free. Rush name on postcard to Warner, Room CL-22-H, 1512 Jarvis, Chicago 26, Ill.

MAKE Terrific Money During Spare Time! Take orders from illus. catalog of toys, jewelry, cards, collector's items and household gadgets. For free money-making catalog, write: North Star, Dept. 1-662, 251 East Fifth St., St. Paul 1, Minn.

AMERICA'S finest Greeting Cards! Call on friends and others with beautiful new Christmas Cards, *everyday and birthday cards, toys, household and* baby items. New catalog and samples on approval. Also, without cost, 70 samples name-imprinted Christmas Cards including religious and family-type cards. Free samples imprinted stationery, wedding announcements, napkins and matches. Big Commissions. Mitchell Greetings Co., Dept. CC-861, 47 W. 7 Mile Rd., Detroit 3, Michigan.

MEN And Women Wanted to start home business in spare time with little table-top rubber stamp machine. Easy to earn up to $9.80 an hour without previous experience. Full particulars. Free by mail. Send postcard to Roberts, 1512 Jarvis, Room CR-22-H, Chicago 26, Ill.



SELL Greeting Cards—Make extra money. Christmas, All Occasion Assortments, Stationery, Jewelry, Gifts, Name-Imprinted Christmas Cards. Experience unnecessary. Write for Salable Samples on approval, details. Hedenkamp, 361 Broadway, Dept. C-22, N. Y.

RUN a spare time Greeting Card and Gift Shop at home. Show friends samples of our new 1961 Christmas and All Occasion Greeting Cards and Gifts. *Take their orders and earn to 100% profit. No ex*perience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 3, Ferndale, Michigan.

EASIEST $100.00 you'll ever make—with finest, most beautiful Christmas Cards; other money-makers. Sample kit on approval; FREE Sample Album. Write Southern, 478 N. Hollywood, Dept. K-67, Memphis, Tennessee.

60% PROFIT On Cosmetics—Famous nationally advertised Hollywood Cosmetics pay 60%! Make $25 day up! Hire others. For free samples, details, write Studio Girl, Glendale, Calif., Dept. 1818E, Canadians: 850 La Fleur Ave., Ville La Salle, Montreal.

"HOW To Make Money With Simple Cartoons"—A book everyone who likes to draw should have. It is free; no obligation. Simply address Cartoonists' Exchange, Dept. 1028, Pleasant Hill, Ohio.

OVER 15,000 people now successfully earn money in their spare time by serving as local representatives for Vogue, Coronet and all other magazines. You, too, can profit with absolutely no investment or experience. Write today to James Foster, CORONET, Dept. 22, 488 Madison Ave., N. Y. 22, N. Y.

EARN *$240.00 A Month at home, spare time* doing only two $5.00 Invisible Mending jobs a day. Big money paid for service that makes cuts, tears, disappear from fabrics. Steady demand. Details free. Fabricon, 6222 Broadway, Chicago 40, Ill.

BUSINESS OPPORTUNITIES

SEND your name for 2 boxes of beautiful Christmas Cards on approval. Showing sensational values to friends may pay $50 to $300. Free cat. with more money-makers; free samples name-imprinted cards. Wallace Brown, 11 E. 26th St., Dept. R-220, N. Y. 10.

I RETIRED at 47 operating a unique and easy plan at home! Now you can learn how. Write for Free "Profits 1935-1968" and Free book "711 Bizarre, Successful Ventures." Amazing moneymakers revealed! Work home. Haylings, C8, Carlsbad, Calif.

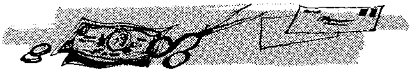
WILL you wear new suits, sport coats without one penny cost and agree to show them to friends? You can make up to $40.00 in a day even in spare time, without canvassing. Pioneer Tailoring Co., Congress & Throop Sts., Dept. B-1234, Chicago 7, Ill.

EARN money at home. We teach you invisible mending & reweaving at home in spare time. New improved, step-by-step course, equip. supplied. Licensed approved school. Free details. Eastern School of Reweaving, C-166, 69 Main St., Hempstead, N. Y.

DUPLEX Dry-Cleanomat will give you your second income. Duplex, originators of the "Launderette" have developed Coin Operated Dry Cleaning combined with 20 lb. commercial washers. Be the first to investigate the fastest growing industry in America today. Be the first to service your community with a Duplex Dry-Cleanomat. Duplex is a national organization equipped to assist you in location, construction, financing & training. Let Duplex show you how a surprisingly modest investment you can get into this necessary service business. For free brochure write Duplex Dry-Cleanomat, 500 Fifth Ave., New York 36, N. Y.

DOLLS! Dolls! Dolls! We teach you to repair, make, sell all kinds of dolls and accessories including clothing. Study at home, earn while you learn. Free catalog! Doll Hospital School, Studio NC-81, 11826 San Vicente Blvd., Los Angeles 49, Calif.

FRANCHISES make profits! Join thousands of men earning high incomes from their own franchise business. Many openings. NFR's service can guide you. Request details. National Franchise Reports, E-528, 333 N. Michigan, Chicago 1.



FREE Book "990 Successful, Little-Known Businesses." True reports. Fascinating! Most men and women operate at home. A spare time start leads to a prosperous business. Plymouth Publishing Co., Dept. 412A, 1610—43rd St., Brooklyn 4, N. Y.

$480 MONTHLY Commission on four easy orders a day, selling Nationally Advertised line comfort shoes, warm jackets, 230 styles. No investment—postcard brings Free Outfit. Mason, Chippewa Falls, K-376, Wisconsin.

IMPORT-EXPORT opportunity, profitable, worldwide, mail order business from home, without capital, or travel abroad. We ship proven plan, for no risk examination. Experience unnecessary. Free details. Mellinger, Dept. T18, Los Angeles 24, Calif.

YOUR own business—without investment! Sell advertising matchbooks to local businesses. No experience needed—free sales kit tells where and how to get orders. Part or full time. Big cash comm. Match Corp. of America, Dept. GM-81, Chicago 32.

MAKE Extra Money. Daily Cash Commission plus premium for you and your customers. Everybody buys Advertising Book Matches. Free Master Selling Kit, all sizes, all styles. Easy sales, steady repeat business. No experience necessary. Superior Match, Dept. N-861, 7530 S. Greenwood, Chicago 19.

WANT to make big money at Home? $10.00 profit in an hour possible with Invisible Mending. Make tears, holes disappear from clothing, fabrics. Steady year-round demand from cleaners, laundries, homes. Details free. Fabricon, 6220 B'way, Chicago 40, Ill.

SCHOOL and COLLEGE DIRECTORY

NURSES' TRAINING SCHOOLS

I WILL RUSH TO YOU...

FREE

NURSES BOOKLET AND LESSON SAMPLES

LEARN AT HOME IN ONLY 10 WEEKS

Enjoy security, independence and freedom from money worries as a Practical Nurse. Earn up to $65.00 a week. Age and education not important. In just a few weeks you should be able to accept your first cases. Get the free complete information right now. No cost or obligation and no salesman will call. We will send you without obligation free lesson samples and free folder "Nursing Facts." The Post Graduate School of Nursing, Room 30T81, 131 S. Wabash Ave., Chicago 3, Illinois.

EARN to $65 week as Practical Nurse. Learn quickly at home. No high school necessary; no age limit. Write for free booklet, lesson samples. Post Graduate School of Nursing, Room 30E81, 131 S. Wabash, Chicago.

PROFESSIONAL & VOCATIONAL

INVESTIGATE Auto Accidents—Earn $750 to $1,000 monthly. More investigators urgently needed. Car furnished; business expenses paid. No college education necessary. No selling of any kind. Pick your own job locality. Meet interesting, important people. We train you at home in spare time. You keep present job until ready to switch. Write for Free Booklet. No obligation. Liberty School, Dept. C-456, Libertyville, Illinois.

SCIENCE • Engineering • B.S. degree—36 mo.; B.E.—27 mo. Accel. program: Aero., Chem., Civil, Elec., Mech., Metal.; Math., Chem., Physics. Modest rate. Start Sept., Jan., Mar., June, July. Indiana Technical College, 9581 E. Washington Blvd., Ft. Wayne 2, Ind.

NOW . . . Test your writing ability . . . Free. How do you know you can't earn extra money at Home writing stories, articles on homemaking, business, hobbies, club, church, etc. Enjoyable Free "Writing Aptitude Test" tells if you possess essential qualities for successful writing. Those who pass qualify for famous NIA Training Course at Home under professional writer-editors. These experts have helped NIA students enjoy regular sparetime earnings of $10, $25, $50, $100, etc. Write today. No obligation. No salesman. Newspaper Institute of America, Suite 5491-M, 1 Park Ave., N. Y. 16.

HOME INSTRUCTION

ENGLISH Course for Adults. With my new self-correcting method you can stop making mistakes—speak and write effectively. 15 minutes a day at home. Free 32 page booklet. D. O. Bolander, Career Institute, Dept. E-298, 30 E. Adams St., Chicago 3, Ill.

SECRETARIAL SCHOOLS

"I Earn $1300 More a Year as a SPEEDWRITING Secretary."

Alva David

Shorthand in 6 weeks

NO SYMBOLS—NO MACHINES—USES ABC's

"How often I glanced at your ads saying others earned an additional $1200 a year, without giving it another thought! But when I gave up my job, I found secretarial skills a must in the more desirable job openings. I enrolled for Speedwriting and the day after graduation, I came home with a wonderful secretarial job with an annual salary increase of $1300," Alva David, N. Y. Over 500,000 have learned shorthand the easy, accurate Speedwriting way at home in leisure time or in over 400 Speedwriting schools. Today they are winning success everywhere in business, industry, Civil Service. Speedwriting shorthand is easy to master, 120 words per minute. Age no obstacle. Typing available.

"My job as assistant buyer was tedious and I turned to TV but found few openings for a girl without secretarial skills. Thanks to Speedwriting, I'm now with the popular NBC-TV Jack Paar Show," Mary Ann Raup, N.Y. Because Speedwriting uses the ABC's, it is by far the quickest shorthand to learn.

SEND FOR FREE BOOK—FREE SAMPLE LESSON

We invite you to mail the coupon now for both our Free Booklet and Free Sample Lesson. See for yourself how, within a few moments after you read this sample lesson, you can actually write Speedwriting shorthand. *Mail Coupon Now! Speedwriting, For Speed With Accuracy,* Dept. 4908-1, 55 West 42nd St., New York 36, N. Y.

School of Speedwriting 38th Year
Dept. 4908-1, 55 W. 42nd St., N. Y. 36, N.Y.

Please send full details and FREE sample lesson.

☐ Home Study ☐ Classroom Instruction

☐ If under 17, check here for special booklet A.

Name....................................

Address....................................

City...............Zone....State........

HOME INSTRUCTION

HIGH *School At Home in spare time with 64-year-old school.* No classes. Standard high school texts supplied. Single subjects if desired. Credit for subjects already completed. Progress at own speed. Diploma awarded. Information booklet free . . . *write today! American School*, Dept. XC17, Drexel at 58th, Chicago 37.

HIGH School at Home. You can still finish High School—at home, in your spare time. No interference with job, or social life. Win more pay, a better job, social recognition. Take only the subjects you need. Complete lesson and answer service. Personalized instruction. Low cost. Diploma to graduates. I.C.S. is oldest and largest (257 courses). Write today, for 3 free books: (1) 36-page "How to Succeed," (2) sample lesson (Math), (3) Career Catalog —indicates course desired. International Correspondence Schools, Scranton 15, Penn., Dept. 39079G.

TAX experts earn lucrative fees. Prepare income tax returns spare time. Also operate profitable year round Business Tax Service. We train at home, help you start. State approved. Free details, no agent will call. *Union Institute, Lakewood B-9, N. J.*

INVESTIGATE accidents—Earn $750 to $1,000 mo. Thousands of insurance companies, airlines, government offices need Claim investigators. Also excellent opportunities for your own spare time business. GI approved. We train you at home. Placement service. Free book. No obligation. Write today. Universal Schools, CC-8, Box 8227, Dallas 5, Tex.

WATCH repairing. Learn to repair American and Swiss watches in spare time at home. Special tools provided. Tuition only $5 monthly. Diploma awarded. Free sample lesson. No obligation. Chicago School of Watchmaking, 2324-U, *Milwaukee, Chicago 47, Ill.*

ACCOUNTING—Free Sample Lesson. Acute shortage *of men and women Accountants makes real opportunity.* LaSalle prepares you quickly in spare time at low cost. Accounting ability offers secure future. Free book gives facts. Write LaSalle Extension University, A Correspondence Institution, Dept. 836 H. 417 S. Dearborn Street, Chicago 5, Ill.

INTERIOR Decoration: Approved supervised home study training. Fine starting point for career. No classes. Text and work kit furnished. Diploma awarded. Low tuition and payment. Send for free *booklet. Chicago School of Interior Decoration,* 835 Diversey Pkwy., Dept. 141-C, Chicago 14, Ill.

PIANO *Tuning Pays. Big money in spare time.* Learn at home in 30 days. No musical knowledge req. Phono records, tools, instructions furn. Electronic Tuning also taught. Free catalog. Capital Tuning School, Dept. 2, 3160 SW 16 Ct., Ft. Lauderdale, Fla.

BE A Real Estate Broker. Insure Security for yourself and your family. Study at home. Prepare for state examination. G.I. approved. Write for Free Book Today. Weaver School of Real Estate, 2016 J Grand, Kansas City, Missouri.

WRITING? Before you consider any course in writing—Compare! NYS offers: complete training in fiction, non-fiction, TV; placement of salable scripts. Write for information & sample material. The New York School of Writing, Dept. 834, 2 E. 45 St., N.Y.C.

OIL Coloring Photographs—A fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 141C, *Chicago 14, Ill.*

DRESS design: Approved supervised home study *training. Fine starting point for career.* No classes. Text & work kit furnished. Diploma awarded. Low tuition & payments. Free booklet. National School of Dress Design, 835 Diversey Pkwy., Dept. 141C, Chic. 14, Ill. Accred. by National Home Study Council.

ANNOUNCING self-teaching course in memory! Powerful memory spurs success in social & business *world—gives poise, self-confidence, greater popularity.* Free Booklet, "Adventures in Memory." Memory Studies, 835 Diversey Pkwy., Dept. 141C, Chicago 14.

PIANO Tuning learned quickly at home. Tremendous field! Musical knowledge unnecessary. Have steady, year round business of your own. Be independent! Free information. Empire School of Piano Tuning, Dept. 12, Champaign, Ill. (Founded 1935.)

CAN I AT MY AGE become a Hotel-Motel Executive?

Hotels—Motels call for Trained Men and Women

Did you ever sit in a beautiful hotel or motel lobby and say to yourself, "It certainly must be a joy to be an executive here!" Or did you ever watch (and perhaps envy a bit) as the manager or social director went about his duties? Surely you noticed the importance—and prestige—of hotel and motel executives and perhaps even wondered what you would have to do to enjoy such a fascinating position. But you may never have considered what it could mean to you in happiness as well as good pay, if you could qualify for one of the glamorous, excitingly different executive positions in a luxurious hotel, motel, fashionable resort, smart town or country club, apartment house project, or humanity-serving institution, school or hospital. The success of thousands of Lewis graduates proves that you, too, can quickly qualify for any fascinating position in the hospitality field. At home, in your leisure time, or through resident classes in Washington, you can prepare for any well-paid, ever-increasing opportunity in the fascinating hotel, motel, or institution field. Yes, thousands of Lewis graduates are "making good" as managers, assistant managers, stewards, executive housekeepers, hostesses, and in more than 55 other types of important positions. A happy, ever-growing future awaits you in this big business where previous experience has proved unnecessary and you are not dropped because you are over 40. In fact, Lewis graduates from 20 to over 50 have been certified to "make good."

WANT TO RETIRE?

The fascinating hotel, motel and hospitality field has opened up an exciting new "second career" for thousands—mature men and women, retired service personnel, etc. With living costs making it almost impossible to retire on a small pension or income, many mature people and retired service personnel have turned to Lewis Training as a tested and proved short-cut to EXTRA INCOME. As a Lewis Graduate, you can step into a well-paid position in Florida or California, or any other place where living is easier—where life is happier, healthier, more comfortable and enjoyable. Why not write for the facts now!

Step Into a Well-Paid Hotel, Motel Position FREE Book Gives Fascinating Facts

Our FREE 45th Anniversary Issue of "Your Golden Opportunity," explains how you can qualify at home or through resident classes in Washington for a well-paid position. It tells how you are not only registered free in the Lewis Nationwide Placement Service but certified to "make good" when placed. Mail the coupon NOW! An accredited school of NHSC. Course approved for ALL Veteran Training.

Join Successful Men and Women of All Ages

"HOW I STEPPED INTO A BIG PAY MOTEL JOB."

"My present position as Manager of this deluxe motel is very satisfactory indeed. My Lewis Training has been a wonderful advantage. It enabled me to find success quickly, which was mighty important at my age. My salary is excellent, my employers are wonderful people and it is a very pleasant place to live—fine living accommodations for my wife and myself are included." —HOLLIS THAYER

HOW I BECAME A HOTEL HOSTESS

"I was employed by a Dry Cleaner before taking the Lewis Course. But how my life has changed since then! Today I'm a Hostess at a beautiful California Motor Hotel. I love my work and I've almost doubled my income. I do believe the opportunities for women of all ages are wonderful in this fascinating field." —ERMA T. SCOTT

LEWIS HOTEL TRAINING SCHOOL **45TH SUCCESSFUL YEAR**
RM. GM-1156, Washington 7, D. C.

Please send me, without cost or obligation, your Free 45th Anniversary issue of "Your Golden Opportunity." I am most interested in the position checked.

☐ Home Study ☐ Resident Training
Some of the WELL-PAID Positions
Open to Both MEN and WOMEN

- ☐ **Manager**
- ☐ **Ass't Manager**
- ☐ **Hostess**
- ☐ **Steward**
- ☐ **Executive Housekeeper**
- ☐ **Social Director**
- ☐ **Office Manager**
- ☐ **Maitre d'Hotel**
- ☐ **Club Manager**
- ☐ **School or Institution Work**

and 55 other well-paid positions

NAME ....
ADDRESS ....
CITY .... ZONE.... STATE..........
☐ Check if eligible for Veteran Training

bungling burglars

BY WILL BERNARD

IN MAINE, three youths who stole eight pounds of pistachio nuts from a restaurant were caught by police, who followed their trail of shells all the way home.

IN FLORIDA, two holdup men were caught by police when they lingered to spread paper napkins on the floor so that their victim could lie down without getting his clothes soiled.

IN NEW YORK, a holdup man who had plastic surgery performed on his face to fool the police was trapped by the "True Love To Mother" tattoo which he failed to remove from his arm.

IN VIRGINIA, a man released from jail was rearrested for forging a check to pay his $5 fine.

IN CALIFORNIA, a prowler who escaped from his pursuers by bursting through a rosemary hedge was picked up two blocks away when an observant policeman, sniffing, detected rosemary on his clothes.

IN NEW YORK, a man was nabbed trying to drive away a police car when he planted his foot on the siren button instead of the starter.

IN CALIFORNIA, burglars broke into the office of a movie company and made off with $500 in stage money.

IN GEORGIA, a burglar who took $3 from a house dropped $10 change while fleeing.

IN NEW YORK, a holdup man was caught when, intending to return his victim's empty wallet, he absent-mindedly handed over his own identification papers.

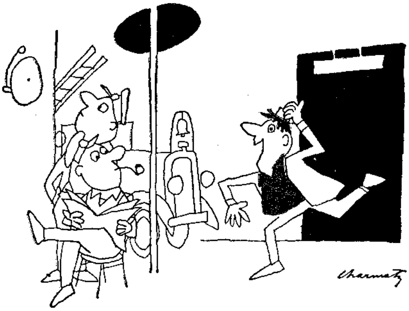
IN IDAHO, a man arrested for signing a fake name on checks found out that the name he had used, chosen at random from the telephone book, belonged to the county prosecuting attorney.

IN CALIFORNIA, burglars who cannily removed the electric fuses in a store were caught when the owner emerged from his living quarters in the rear to find out why his electric blanket had gone off.

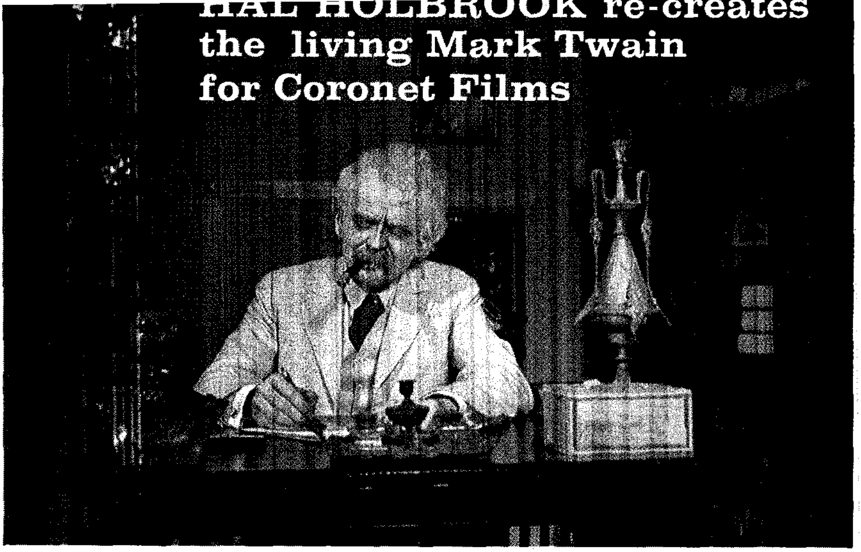
IN TEXAS, a thief broke into a locker room, stole $290 and a new pair of pants, changed pants and left the money behind in his old trousers.

IN CALIFORNIA, a burglary suspect was picked up after police found the tool he had used to try to jimmy open a door: a piece of his identification card bearing his photograph and fingerprints.

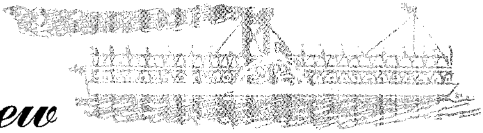
IN MONTREAL, a firebug was nabbed when he rushed into a fire station yelling "Where's the fire?" minutes before the alarm went off.



HAL HOLBROOK re-creates
the living Mark Twain
for Coronet Films



MARK TWAIN
gives an interview



Hal Holbrook's world famous characterization of Mark Twain is now available in a unique new 16mm Coronet film for schools, churches, clubs, and organizations.

In the library and billiard room of Mark Twain's own home in Hartford, Connecticut, Mr. Holbrook skillfully re-creates the true-to-life mannerisms of this famous American humorist. With droll humor, he deftly delivers the pungent and witty dialogue excerpted from Twain's writings on such topics of universal interest as travel abroad, literature, bad habits, and honesty.

All who see it, young and old, will laugh with pleasure at the dry wit and wisdom of a man whose reputation as a humorist has never been surpassed . . . and whose stories in the film about his youth are eternal reminders of his world-famous literary creations, Huckleberry Finn and Tom Sawyer.

Mark Twain Gives an Interview is 13½ minutes in length. It may be purchased, on ten-day approval, for $137.50 in full color or $75 in black-and-white. Simply use the coupon.

CORONET FILMS

Dept. CMT
Coronet Building
Chicago 1, Illinois

☐ I am considering a definite purchase of *Mark Twain Gives an Interview.* Please send me a print of this film, subject-to-ten day-approval, in color or black-and-white as indicated below.

☐ Color ($137.50) ☐ Black-and-white ($75)
☐ Check enclosed ☐ Bill me after 10 days

Name____________________

Organization____________________

Address____________________

City__________Zone____State________

Menthol Fresh
Salem
FILTER CIGARETTES
Take a puff... it's Springtime!
alem refreshes your taste
"air-softens" every puff
enthol fresh • rich tobacco taste • modern filter, too